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JUNE 15, 1934

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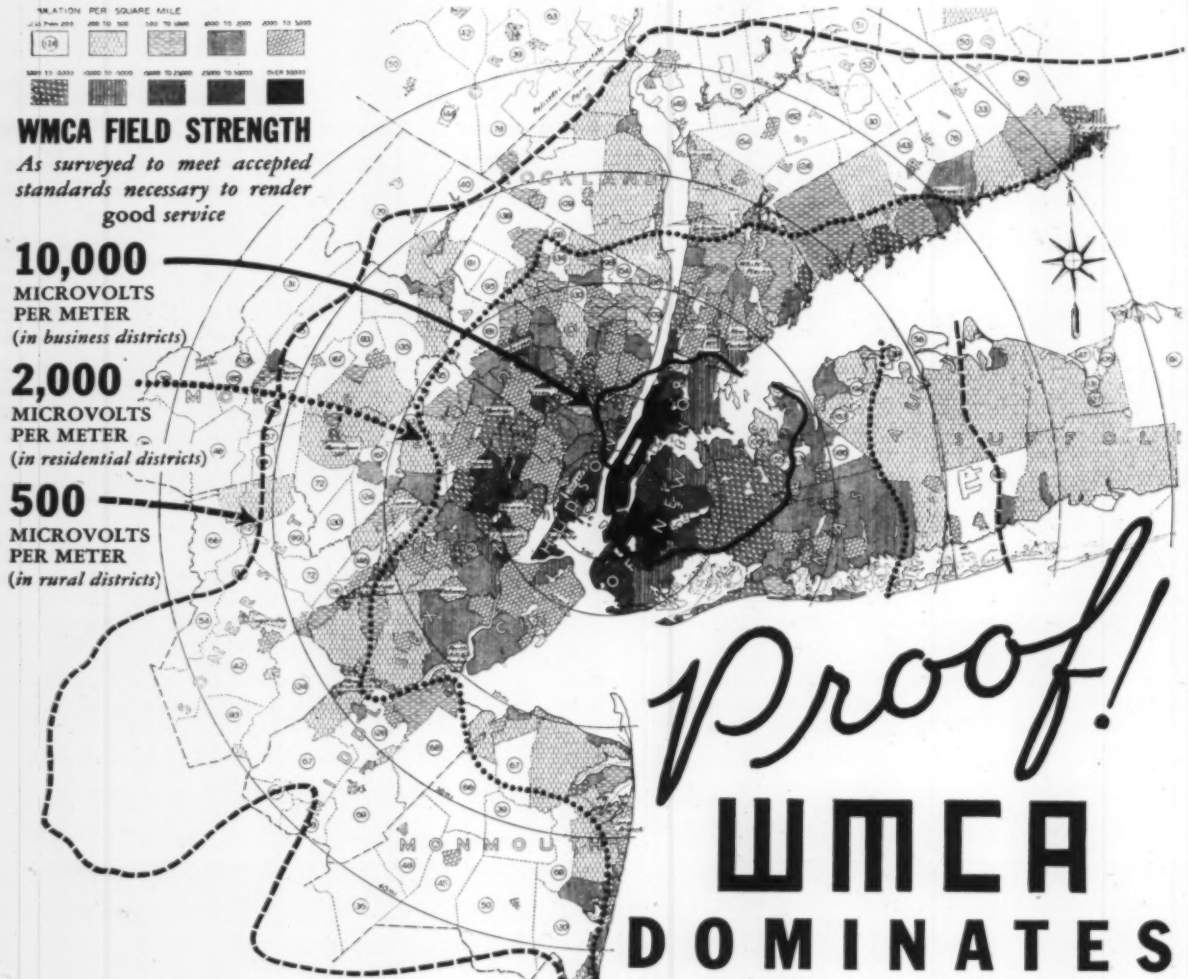

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Authorities

DENSITY OF POPULATION MAP.... Regional Plan Association, Inc., based on 1930 census.

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FIELD STRENGTH SURVEY.... Glenn D. Gillett, Consulting Radio Engineer, Survey of May, 1934.

•

ACCEPTED STANDARDS FOR FIELD INTENSITIES TO SERVE VARIOUS TYPES OF COMMUNITIES.... Fifth Annual Report, Federal Radio Commission.

EDWARD PETRY & CO., INC., National Advertising Representatives
New York Chicago Detroit San Francisco

Ed Storer President

FEDERAL BROADCASTING CORPORATION

1697 BROADWAY **NEW YORK CITY**

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FCC Replaces Radio Commission July 1

By SOL TAISHOFF

President to Make Recess Appointments to 7-Man Agency; All Present Commissioners Believed to Have Chance

REGULATORY control of radio, together with telegraph and telephone communications, will be assumed July 1 by a newly created Federal Communications Commission, operating under a law somewhat more stringent than the old radio act, insofar as broadcasting is concerned. The Federal Radio Commission, after a hectic tenure of more than seven years, is to be abolished on that date.

Following final legislative approval of the Dill-Rayburn communications bill (S. 3285), there remained before President Roosevelt the task of selecting the seven commissioners who will make up the executive personnel of the new agency. At his press conference June 8 the President said he had not given any thought to personnel of the new Commission and would not make the appointments until after Congress adjourns. Adjournment is expected daily.

Recess Appointments

THUS the personnel of the new Commission, cloaked as it will be with unprecedently broad powers to investigate all phases of radio and wire communications, will serve as recess appointees until the new Congress convenes next January. The appointments then will be subject to confirmation by the Senate, although the President would have the power to substitute any or all of the nominations.

As finally agreed to by both houses of Congress June 9, the communications commission bill is a compromise of the separate measures passed earlier in the month by the Senate and House. The House demand that the new commission be made up of seven members, as against the Senate proposal for five, prevailed in the conferences between House and Senate managers. Some of the radio provisions in the Senate bill, modifying the terms of the Radio Act of 1927, were agreed to by House conferees and will tighten up the regulation of broadcasting in several respects. As finally enacted, however, the measure is devoid of the provisions most bitterly opposed by the broadcasting industry, particularly the so-called Harney amendment, which would have allocated 25 per cent of all broadcasting facilities to religious, educational and sundry other groups. Salient provisions of the bill are enumerated in a box on this page.

Highlights of Communications Law

1. The Federal Communications Commission of seven members takes office July 1, at which time the Federal Radio Commission is abolished.

2. Appointments of new commissioners will be made by President Roosevelt after Congress adjourns, and will thus be temporary or recess appointments until the new Congress convenes next January.

3. The Commission is authorized to divide itself into divisions to handle specific activities, such as broadcasting and telegraph, telephone and radio communications.

4. Each division will have a director, appointed by the Commission, and each division will have full jurisdiction over matters assigned to it, except that petitions for review may be filed with full Commission.

5. Except for a half dozen new provisions, generally minor in character, the law reenacts substantially the Radio Act of 1927 as it applies to broadcasting.

6. Added to the Davis amendment, which provides for an equitable distribution of broadcasting facilities among the zones and states, according to population, is a proviso for licensing additional 100-watt stations without regard to the Davis amendment (quota) when their operation will not interfere with other stations.

7. Broadcasting of lotteries is prohibited.

8. Authority of the Commission to pass upon transfer of licenses is extended to cover transfer of stock control, which the old law did not cover.

9. Foreign studios for American stations are prohibited unless with specific Commission authority.

10. The Commission is authorized to originate modification of station licenses and to institute inquiries on its own motion.

11. The Commission must report to Congress by Feb. 1, 1935, on suggested amendments to the law. It is ordered to study the proposal that Congress allocate fixed percentages of facilities to non-profit religious, educational and similar organizations and report by Feb. 1.

12. Appellate provisions are altered to allow applicants to appeal from decisions denying construction permits. Federal courts are authorized to enforce compliance with the law and Commission regulations.

Senate and House agreed that the new Commission itself should be given opportunity to decide what sweeping changes, if any, are needed in the regulation of broadcasting. Therefore, they adopted a provision requiring the new agency to report to Congress by February 1, 1935, on its analysis of the existing law and its suggestions for amendments. The study will embrace the Harney proposal and similar projects for specific allocations of facilities to class groups. Presumably it also will take up the question of possible control of program content and commercial credits.

While the act itself specifies that it shall become effective upon organization of the new Commission, it states that the provisions creating the commission shall take effect July 1. The Commission will be considered organized when four of its members have been appointed. It is presumed, therefore, that the new agency will be functioning by July 1, even if it does not have its full quota of seven members.

The question of personnel of the new Commission is arousing intense interest in broadcasting circles. The Commission itself, from chairman to messenger, is at high tension. The fact that the new Commission must increase its personnel substantially, possibly threefold before it is fully organized, has tended to allay somewhat the fear of dismissals.

Chance for Incumbents

BECAUSE the new Commisison will be a seven-man agency and because the appointments will not be subject immediately to Senatorial confirmation, the situation is believed to bode well for members of the existing commission. It is thought in some quarters that the President might reappoint all four incumbent members for the recess period and then name three additional appointees to complete the complement of seven members.

Chairman Sykes, of the Radio Commission, is a possible selection for chairman of the new commission. His Democratic political affiliation qualifies him for that post. Unlike the case of the Radio Commission, the chairman of the new agency will be appointed by the President himself rather than be elected by the Commission personnel.

Other members of the present Commission are Vice Chairman Thad H. Brown, Commissioner Harold A. Lafount and Commissioner James H. Hanley. The former two are Republicans, while Mr. Hanley, the junior member from the seniority standpoint, is a Democrat. He has also been mentioned as possible general counsel of the new Commission.

Prall Sure of Post

THE FIFTH Radio Commission post has been vacant since last February, when the term of William D. L. Starbuck expired. Rep. Anning S. Prall, of New York, Democratic patronage dispenser, was named to that post by President Roosevelt, but chose to conclude his term in Congress. He has been assured of a place on the new Commission, however, but he cannot accept it until the new Congress convenes next January because of the Constitutional provision that no member of Congress shall serve on an agency created during a session of which he was a member.

Rep. Prall, it is learned, will assume his post on the new Commission on Jan. 3, 1935, when the next Congress convenes. Whether the President will fill his post temporarily and make a place for Rep. Prall next January, is not known.

Aside from the incumbent commissioners and Mr. Prall, there are nine other known candidates for

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Commission posts, each considered well qualified. These are Captain S. C. Hooper, director of naval communications; Dr. Irwin D. Stewart, State Department radio expert; William C. Green, St. Paul attorney and former special counsel of the Senate Interstate Commerce Committee, Milo R. Maltbie, chairman of the Public Service Commission of New York State; J. H. Bickley, chief accountant of the Wisconsin Public Service Commission; Former Judge Orville Smith of Cleveland; Walter Walker, member of the Oklahoma Railroad Public Service Commission; Commissioner Ewin L. Davis, of the Federal Trade Commission; and Homer Hoch, Chairman of the Kansas Public Service Commission.

Miss Neyman Urged

IN THE belief that there should be at least one woman member of the new Commission, the entire Montana delegation in Congress has endorsed Miss Fanney Neyman, acting assistant general counsel of the Commission for a post on the new agency. Miss Neyman, a native of Butte and a Democrat, for the last two years has served in her present capacity and recently has been in charge of court litigation. Highly regarded as an attorney, Miss Neyman has been considered a virtually certain selection for an assistant general counselship.

Paul D. P. Spearman, radio attorney and former assistant general counsel of the Radio Commission, is mentioned for the general counselship of the FCC. George B. Porter, now acting general counsel of the Radio Commission, likewise is being considered.

Captain Hooper, who was in intimate contact with President Roosevelt while he was Assistant Secretary of the Navy, is a recognized communications expert. He is eligible for retirement from the Navy, having had more than 30 years' active service. A legal resident of California, he was loaned by the Navy to the Radio Commission in its first year of existence in 1927 and became its chief engineer.

Helped Draft Bill

DR. STEWART, a former University of Texas professor and lawyer, assisted both Senate and House committees in the drafting of the communications bill. A Democrat, he is known to have the endorsement of Rep. Sam Rayburn, of Texas, co-author of the communcations bill. Dr. Stewart was a member of the American delegation to the International Radio Telegraph Conference in Madrid in 1932.

Mr. Green, now a practicing attorney in St. Paul, served as special counsel of the Senate Interstate Commerce Committee from 1929 to 1931 and laid the groundwork for the original Couzens communications bill. He conducted that committee's sweeping investigation of radio and communications. Supported by both Senator Dill, chairman of the Senate committee and co-author of the new measure, and Senator Couzens (R.), of Michigan, Mr. Green, like Captain Hooper, is interested in the telephone, telegraph and common carrier radio communications aspects of the new Commission's work, rather than broadcasting. He was formerly assistant U. S. Attorney at Fargo, N. D., and is about 40 years old.

Mr. Maltbie is one of the country's most widely known experts on utilities. About 63 years old, he began service on the original New York Public Service Commission in 1907 and served until 1915. During the following year he was a member of the advisory board on railroad evaluation of the I. C. C., and then for three years was Chamberlain of the City of New York. For the next ten years he practiced as a consultant and expert on public utilities. In 1929 he was appointed by the then Gov. Roosevelt of New York to the chairmanship of the State Public Service Commission. He was at one time a professor of mathematics and of administrative law at Columbia University, from which he holds a Ph.D. degree.

Mr. Bickley was formerly an accountant with the Federal Trade Commission. He is said to have the endorsement of Senator LaFollette, Wisconsin Progressive-Republican.

Former Judge Smith, now a practicing attorney in both Cleveland and Washington, is a Republican. In 1916 he was judge of the common pleas court for Henry County. He is 53 years old. It was said at the office of Senator Bulkley (D.), of Ohio, that the Senator is supporting an unnamed Democrat for the post, but that if this proves impossible because of the bi-partisan nature of the new commission, he will endorse Judge Smith.

Mr. Walker, described as a utilities expert, is understood to have strong Democratic endorsement. He is about 40 years old, and a Democrat.

Judge Davis, who was appointed to the Trade Commission about a year ago, after long service in the House, was the author of the so-called Davis equalization amendment, and one of the authors of the Radio Act of 1927. Well versed in radio legislation, he was urged for a post on the Radio Commission last year, but elected to accept the Trade Commission assignment. He now is being urged by friends in Congress to seek a commissionership on the new communications agency, but informed BROADCASTING June 13 that he had not given the matter any serious thought and does not regard himself as a candidate.

Splawn Adamant

FORMER Congressman Hoch was a member of the House Interstate and Foreign Commerce Committee, and is considered an authority on public utilities. He was defeated in 1932 in the Democratic landslide, after having served seven consecutive terms in the House as a Republican. He is a former editor and a lawyer. His home is at Marion, Kans.

William M. W. Splawn, former president of the University of Texas, and a front-rank economist, has indicated that he does not desire a post on the new Commission. Interested primarily in railroad regulation, he was only recently appointed to the Interstate Commerce Commission. He drafted the special communications reports for the Congressional committees preparatory to enactment of the Dill-Rayburn bill, and was a member of the original interdepartmental committee which investigated the subject. He could have one of the posts for the asking, it is said.

Since the new Commission will be a bi-partisan agency, there cannot be more than four Democratic members and three members of minority parties, which means the Republican organization. Appointments may be made from the country at large, and the President therefore will have a free hand in making his selections, whereas under the radio act appointments were made from the five specific geographical zones. It is believed, however, that he will observe some geographical lines in making the appointments.

Cases Carry Over

ALL PENDING and unfinished business of the Radio Commission, as well as pending communications cases before the I. C. C., will be transferred to the new Federal Communications Commission when that agency takes office July 1. Hearings on pending applications previously scheduled by the Radio Commission likewise will be assumed by the new agency, which, for the time being at least, will occupy the present offices of the Radio Commission. The appropriations of $640,000 previously scheduled for the Radio Commission for the 1935 fiscal year, which begins July 1, on the date the new agency takes over, likewise is transferred to the FCC.

Culmination of Campaign

ENACTMENT of the Dill-Rayburn bill culminates a campaign for such legislation which began in 1929, when Senator Couzens introduced his communications bill. Passage of the measure was advocated by the President who in February sent a special message to Congress urging a bill which would simply combine existing regulatory authorities over radio and wire communications and leave to the new Commission the task of recommending permanent legislation. The bill, as enacted, in a minor way goes beyond the President's recommendations, which were based upon a sweeping study of the entire communications realm made by an interdepartmental committee set up by Secretary Roper.

Senate and House conferees on the measure agreed to a compromise bill on June 8. On the following day both houses adopted the conference report.

The new communications law specifies that the seven commissioners first appointed shall serve for staggered terms from one to seven years. Thereafter, the appointments will be for seven years, with the term of one commissioner expiring each year. The act also provides that the Commission shall appoint a secretary, a director for each division, a chief engineer and not more than three assistants and temporary counsel. It specifies in addition that each commissioner shall have a secretary. All of these appointments would be without regard to the civil service laws, a departure from the present procedure which makes all these appointments civil service with the exception of legal counsel.

Commissioners will receive compensation of $10,000 annually. The general counsel and chief engineer will draw $9,000 as against $10,000 under the old law. The secre-

(*Continued on page 38*)

New FCC Measure Stirs Congressmen To Oratorical Peak

Commission is Chief Target; A. T. & T. Probe Pending

POLITICAL oratory about radio broadcasting in all its aspects rang through the halls of Congress in unprecedented profusion during the last fortnight. Occasioned mainly by the consideration and ultimate passage of the new communications bill, scores of legislators in both houses indulged in debate relating to radio, many of them criticizing the Radio Commission and others reaching oratorical heights in denouncing radio monopolies, alleged lack of freedom of the air and a multitude of other radio pursuits and ills.

The upshot was the introduction of several resolutions demanding investigation of the Commission to ascertain whether it has acted with propriety in certain specific cases—notably the issue which had involved WWL, New Orleans, and KWKH, Shreveport, in which White House intervention has been imputed. These resolutions, however, are destined to die with this session of Congress which is expected to adjourn momentarily. It is the feeling of radio legislative leaders that such an investigation of the Radio Commission would serve no good end since that agency expires July 1 when the new Communications Commission takes office.

One pending resolution indirectly affecting radio, however, is regarded seriously. That is the proposal of Senator Dill (D.), of Washington, chairman of the Senate Interstate Commerce Committee, calling for a sweeping investigation of the American Telephone & Telegraph Co. Among other things, this investigation would be concerned with the basis upon which A. T. & T. and its affiliates make their radio line rates, which the broadcasting industry alleges are exorbitant. This measure is now before the Dill committee, to which it was referred by the Senate.

Harney Amendment

THE FIRST serious outburst on radio in the House came on June 2, when the Rayburn communications bill was passed without a record vote. The most agitated of the proposed amendments to the bill—the so-called Harney amendment for allocation of 25 per cent of all broadcasting facilities to educational, religious and similar groups—was knocked out in committee before the bill was reported. There was some floor discussion of the proposal, which was promptly squelched by Chairman Rayburn (D.), of Texas, of the House Interstate and Foreign Commerce Committee, in charge of the bill, who enumerated the inequities of the proposal.

First to interject opposition was Rep. McFadden (R.), of Pennsylvania, who alleged radio censorship and sought consideration of his own measure for an investigation of the Commission, of chain broadcasting, and a variety of other matters. Among other things read into the record documents relating to the case of WNBO, Washing-

(*Continued on page 30*)

Salient Radio Provisions of New Communications Law. . .

Following are salient excerpts from the text of the Communications Act of 1934 *relating directly to the regulation of radio broadcasting:*

"TITLE I—GENERAL PROVISIONS

"PURPOSES OF ACT; CREATION OF FEDERAL COMMUNICATIONS COMMISSION

"SECTION 1. For the purpose of regulating interstate and foreign commerce in communication by wire and radio so as to make available, so far as possible, to all the people of the United States a rapid, efficient, Nation-wide, and world-wide wire and radio communication service with adequate facilities at reasonable charges, for the purpose of the national defense, and for the purpose of securing a more effective execution of this policy by centralizing authority heretofore granted by law to several agencies and by granting additional authority with respect to interstate and foreign commerce in wire and radio communication, there is hereby created a commission to be known as the 'Federal Communications Commission,' which shall be constituted as hereinafter provided, and which shall execute and enforce the provisions of this act.

"APPLICATION OF ACT

"SEC. 2. (a) The provisions of this act shall apply to all interstate and foreign communication by wire or radio and all interstate and foreign transmission of energy by radio, which originates and/or is received within the United States, and to all persons engaged within the United States in such communication or such transmission of energy by radio, and to the licensing and regulating of all radio stations as hereinafter provided; but it shall not apply to persons engaged in wire or radio communication or transmission in the Philippine Islands or the Canal Zone, or to wire or radio communication or transmission wholly within the Philippine Islands or the Canal Zone.

"(b) Subject to the provisions of section 301, nothing in this act shall be construed to apply or to give the Commission jurisdiction with respect to (1) charges, classifications, practices, services, facilities, or regulations for or in connection with intrastate communication service of any carrier, or (2) any carrier engaged in interstate or foreign communication solely through physical connection with the facilities of another carrier not directly or indirectly controlling or controlled by, or under direct or indirect common control with, such carrier; except that sections 201 to 205 of this act, both inclusive, shall, except as otherwise provided therein, apply to carriers described in clause (2).

"PROVISIONS RELATING TO THE COMMISSION

"SEC. 4. (a) The Federal Communications Commission (in this act referred to as the 'Commission') shall be composed of seven commissioners appointed by the President, by and with the advice and consent of the Senate, one of whom the President shall designate as chairman.

"(b) Each member of the Commission shall be a citizen of the United States. No member of the Commission or person in its employ shall be financially interested in the manufacture or sale of radio apparatus or of apparatus for wire or radio communication; in communication by wire or radio or in radio transmission of energy; in any company furnishing services or such apparatus to any company engaged in communication by wire or radio or to any company manufacturing or selling apparatus used for communication by wire or radio; or in any company owning stocks, bonds, or other securities of any such company; nor be in the employ of or hold any official relation to any person subject to any of the provisions of this act, nor own stocks, bonds, or other securities of any corporation subject to any of the provisions of this act. Such commissioners shall not engage in any other business, vocation, or employment. Not more than four commissioners shall be members of the same political party.

"(c) The commissioners first appointed under this act shall continue in office for the terms of 1, 2, 3, 4, 5, 6, and 7 years, respectively, from the date of the taking effect of this act the term of each to be designated by the President, but their successors shall be appointed for terms of 7 years; except that any person chosen to fill a vacancy shall be appointed only for the unexpired term of the commissioner whom he succeeds. No vacancy in the Commission shall impair the right of the remaining commissioners to exercise all the powers of the Commission.

"(d) Each commissioner shall receive an annual salary of $10,000, payable in monthly installments.

"(e) The principal office of the Commission shall be in the District of Columbia, where its general sessions shall be held; but whenever the convenience of the public or of the parties may be promoted or delay or expense prevented thereby, the Commission may hold special sessions in any part of the United States.

"(f) Without regard to the civil-service laws or the Classification Act of 1923, as amended, (1) the Commission may appoint and prescribe the duties and fix the salaries of a secretary, a director for each division, a chief engineer and not more than three assistants, a general counsel and not more than three assistants, and temporary counsel designated by the Commission for the performance of special services, and (2) each commissioner may appoint and prescribe the duties of a secretary at an annual salary not to exceed $4,000 per annum. The general counsel and the chief engineer shall each receive an annual salary of not to exceed $9,000; the secretary shall receive an annual salary of not to exceed $7,500; the director of each division shall receive an annual salary of not to exceed $7,500; and no assistant shall receive an annual salary in excess of $7,500. The Commission shall have authority, subject to the provisions of the civil-service laws and the Classification Act of 1923, as amended, to appoint such other officers, engineers, inspectors, attorneys, examiners, and other employes as are necessary in the execution of its functions.

"(g) The Commission may make such expenditures (including expenditures for rent and personal services at the seat of government and elsewhere, for office supplies, law books, periodicals, and books of reference, and for printing and binding) as may be necessary for the execution of the functions vested in the Commission and as from time to time may be appropriated for by Congress. All expenditures of the Commission, including all necessary expenses for transportation incurred by the commissioners or by their employes, under their orders, in making any investigation or upon any official business in any other places than in the city of Washington, shall be allowed and paid on the presentation of itemized vouchers therefor approved by the chairman of the Commission or by such other member or officer thereof as may be designated by the Commission for that purpose.

"(h) Four members of the Commission shall constitute a quorum thereof. The Commission shall have an official seal which shall be judicially noticed.

"(i) The Commission may perform any and all acts, make such rules and regulations, and issue such orders, not inconsistent with this act, as may be necessary in the execution of its functions.

"(j) The Commission may conduct its proceedings in such manner as will best conduce to the proper dispatch of business and to the ends of justice. No Commissioner shall participate in any hearing or proceeding in which he has a pecuniary interest. Any party may appear before the Commission and be heard in person or by attorney. Every vote and official act of the Commission shall be entered of record, and its proceedings shall be public upon the request of any party interested. The Commission is authorized to withhold publication of records or proceedings containing secret information affecting the national defense.

"(k) The Commission shall make an annual report to Congress, copies of which shall be distributed as are other reports transmitted to Congress. Such report shall contain such information and data collected by the Commission as may be considered of value in the determination of questions connected with the regulation of interstate and foreign wire and radio communication and radio transmission of energy, together with such recommendations as to additional legislation relating thereto as the Commission may deem necessary: *Provided*, That the Commission shall make a special report not later than February 1, 1935, recommending such amendments to this act as it deems desirable in the public interest.

"(l) All reports of investigations made by the Commission shall be entered of record, and a copy thereof shall be furnished to the party who may have complained, and to any common carrier or licensee that may have been complained of.

"(m) The Commission shall provide for the publication of its reports and decisions in such form and manner as may be best adapted for public information and use, and such authorized publications shall be competent evidence of the reports and decisions of the Commission therein contained in all courts of the United States and of the several States without any further proof or authentication thereof.

"(n) Rates of compensation of persons appointed under this section shall be subject to the reduction applicable to officers and employes of the Federal Government generally.

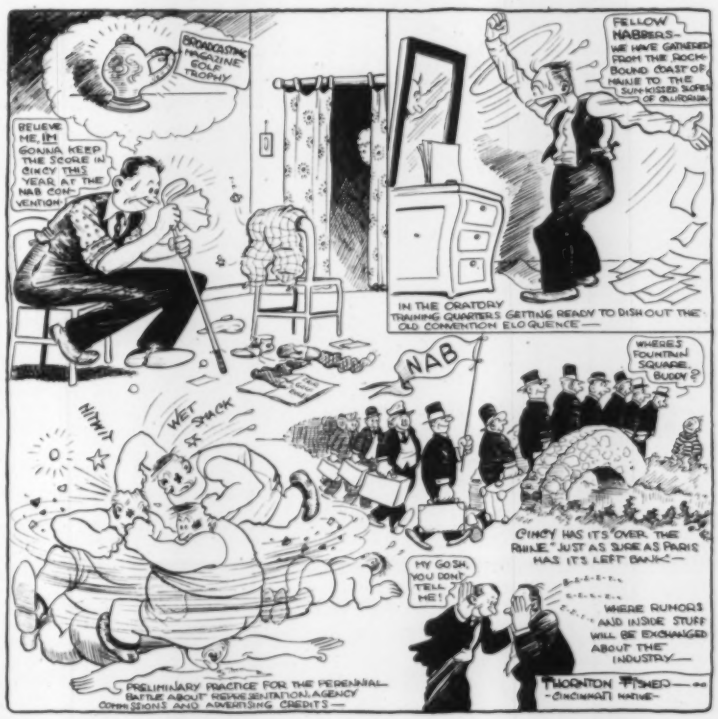
"DIVISIONS OF THE COMMISSION

"SEC. 5. (a) The Commission is hereby authorized by its order to divide the members thereof into not more than three divisions, each to consist of not less than three members. Any Commissioner may be assigned to and may serve upon such division or divisions as the Commission may direct, and each division shall choose its own chairman. In case of a vacancy in any division, or of absence or inability to serve thereon of any Commissioner thereto assigned, the chairman of the Commission or any Commissioner designated by him for that purpose may temporarily serve on said division until the Commission shall otherwise order.

"(b) The Commission may by order direct that any of its work, business, or functions arising under this act, or under any other act of Congress, or in respect of any matter which has been or may be referred to the Commission by Congress or by either branch thereof, be assigned or referred to any of said divisions for action thereon, and may by order at any time amend, modify, supplement, or rescind any such direction. All such orders shall take effect forthwith and remain in effect until otherwise ordered by the Commission.

"(c) In conformity with and subject to the order or orders of the Commission in the premises, each division so constituted shall have power and authority by a majority thereof to hear and determine, order, certify, report, or otherwise act as to any of said work, business, or functions so assigned or referred to it for action by the Commission, and in respect thereof the division shall have all the jurisdiction and powers now or then conferred by law upon the Commission, and be subject to the same duties and obligations. Any order, decision, or report made or other action taken by any of said divisions in respect of

Warming Up—NAB Convention, Sept. 16-19 . . .


BROADCASTING MAGAZINE GOLF TROPHY
BELIEVE ME, I'M GONNA KEEP THE SCORE IN CINCY THIS YEAR AT THE NAB CONVENTION
FELLOW NABBERS— WE HAVE GATHERED FROM THE ROCK-BOUND COAST OF MAINE TO THE SUN-KISSED SHORES OF CALIFORNIA
IN THE ORATORY TRAINING QUARTERS GETTING READY TO DISH OUT THE OLD CONVENTION ELOQUENCE —
NAB
WHERE'S FOUNTAIN SQUARE, BUDDY?
WET SMACK
YAHAN
CINCY HAS IT'S "OVER THE RHINE," JUST AS SUDS AS PARIS HAS IT'S LEFT BANK—
MY GOSH, YOU DON'T TELL ME!
WHERE RUMORS AND INSIDE STUFF WILL BE EXCHANGED ABOUT THE INDUSTRY—
PRELIMINARY PRACTICE FOR THE PERENNIAL BATTLE ABOUT REPRESENTATION, AGENCY COMMISSIONS AND ADVERTISING CREDITS —
THORNTON FISHER —CINCINNATI NATIVE—

any matters so assigned or referred to it shall have the same force and effect, and may be made, evidenced, and enforced in the same manner as if made, or taken by the Commission, subject to rehearing by the Commission as provided in section 405 of this Act for rehearing cases decided by the Commission. The secretary and seal of the Commission shall be the secretary and seal of each division thereof.

"(d) Nothing in this section contained, or done pursuant thereto, shall be deemed to divest the Commission of any of its powers.

"(e) The Commission is hereby authorized by its order to assign or refer any portion of its work, business, or functions arising under this or any other act of Congress or referred to it by Congress, or either branch thereof, to an individual commissioner, or to a board composed of an employe or employes of the Commission, to be designated by such order, for action thereon, and by its order at any time to amend, modify, supplement, or rescind any such assignment or reference: *Provided, however,* That this authority shall not extend to investigations instituted upon the Commission's own motion or, without the consent of the parties thereto, to contested proceedings involving the taking of testimony at public hearings, or to investigations specifically required by this act. All such orders shall take effect forthwith and remain in effect until otherwise ordered by the Commission. In case of the absence or inability for any other reason to act of any such individual commissioner or employe designated to serve upon any such board, the chairman of the Commission may designate another commissioner or employe, as the case may be, to serve temporarily until the Commission shall otherwise order. In conformity with and subject to the order or orders of the Commission in the premises, any such individual commissioner, or board acting by a majority thereof, shall have power and authority to hear and determine, order, certify, report, or otherwise act as to any of said work, business, or functions so assigned or referred to him or it for action by the Commission and in respect thereof shall have all the jurisdiction and powers now or then conferred by law upon the Commission and be subject to the same duties and obligations. Any order, decision, or report made or other action taken by any such individual commissioner or board in respect of any matters so assigned or referred shall have the same force and effect, and may be made, evidenced, and enforced in the same manner as if made or taken by the Commission. Any party affected by any order, decision, or report of any such individual commissioner or board may file a petition for rehearing by the Commission or a division thereof and every such petition shall be passed upon by the Commission or a division thereof. Any action by a division upon such a petition shall itself be subject to rehearing by the Commission, as provided in section 405 of this act and in subsection (c). The Commission may make and amend rules for the conduct of proceedings before such individual commissioner or board and for the rehearing of such action before a division of the Commission or the Commission. The secretary and seal of the Commission shall be the secretary and seal of such individual commissioner or board.

"TITLE III—SPECIAL PROVISIONS RELATING TO RADIO

"LICENSE FOR RADIO COMMUNICATION OR TRANSMISSION OF ENERGY

"SEC. 301. It is the purpose of this act, among other things, to maintain the control of the United States over all the channels of interstate and foreign radio transmission; and to provide for the use of such channels, but not the ownership thereof, by persons for limited periods of time, under licenses granted by Federal authority, and no such license shall be construed to create any right, beyond the terms, conditions, and periods of the license. No person shall use or operate any apparatus for the transmission of energy or communications or signals by radio (a) from one place in any Territory or possession of the United States or in the District of Columbia to another place in the same Territory, possession, or District; or (b) from any State, Territory, or possession of the United States, or from the District of Columbia to any other State, Territory, or possession of the United States; or (c) from any place in any State, Territory, or possession of the United States, or in the District of Columbia, to any place in any foreign country or to any vessel; or (d) within any State when the effects of such use extend beyond the borders of said State, or when interference is caused by such use or operation with the transmission of such energy, communications, or signals from within said State to any place beyond its borders, or from any place beyond its borders to any place within said State, or with the transmission or reception of such energy, communications, or signals from and/or to places beyond the borders of said State; or (e) upon any vessel or aircraft of the United States; or (f) upon any other mobile stations within the jurisdiction of the United States, except under and in accordance with this act and with a license in that behalf granted under the provisions of this act.

BROADCASTING THE BULL—When the District of Columbia commissioners sent out a call for a cow to furnish a needy family with nine quarts of milk daily, the "Washington Herald" instead offered Joseph (or Josephine), this bull calf. Whereupon WJSV decided to invite the animal to its studios during Arthur Godfrey's Moon Dial program, which he conducts each night exactly as he conducts his morning Sun Dial—as a program featuring recordings and spot announcements. Here Godfrey is shown astride the calf, with Harry C. Butcher, WJSV manager, a farm boy himself, persuading it to address the radio audience and pose for this picture.

"ZONES

"SEC. 302. (a) For the purposes of this title the United States is divided into five zones, as follows: The first zone shall embrace the States of Maine, New Hampshire, Vermont, Massachusetts, Connecticut, Rhode Island, New York, New Jersey, Delaware, Maryland, and the District of Columbia; the second zone shall embrace the States of Pennsylvania, Virginia, West Virginia, Ohio, Michigan, and Kentucky; the third zone shall embrace the States of North Carolina, South Carolina, Georgia, Florida, Alabama, Tennessee, Mississippi, Arkansas, Louisiana, Texas, and Oklahoma; the fourth zone shall embrace the States of Indiana, Illinois, Wisconsin, Minnesota, North Dakota, South Dakota, Iowa, Nebraska, Kansas, and Missouri; and the fifth zone shall embrace the States of Montana, Idaho, Wyoming, Colorado, New Mexico, Arizona, Utah, Nevada, Washington, Oregon, and California.

"(b) The Virgin Islands, Puerto Rico, Alaska, Guam, American Samoa, and the Territory of Hawaii are expressly excluded from the zones herein established.

"ALLOCATION OF FACILITIES; TERM OF LICENSES

"SEC. 307. (a) The Commission, if public convenience, interest, or necessity will be served thereby, subject to the limitations of this act, shall grant to any applicant therefor a station license provided for by this act.

"(b) It is hereby declared that the people of all the zones established by this title are entitled to equality of radio broadcasting service, both of transmission and of reception, and in order to provide said equality of Commission shall as nearly as possible make and maintain an equal allocation of broadcasting licenses, of bands of frequency, of periods of time for operation, and of station power, to each of said zones when and insofar as there are applications therefor; and shall make a fair and equitable allocation of licenses, frequencies, time for operation, and station power to each of the States and the District of Columbia, within each zone, according to population. The Commission shall carry into effect the equality of broadcasting service hereinbefore directed, whenever necessary or proper, by granting or refusing licenses or renewals of licenses, by changing periods of time for operations, and by increasing or decreasing station power, when applications are made for licenses or renewals of licenses: *Provided,* That if and when there is a lack of applications from any zone for the proportionate share of licenses, frequencies, time of operation, or station power to which such zone is entitled, the Commission may issue licenses for the balance of the proportion not applied for from any zone, to applicants from other zones for a temporary period of 90 days each, and shall specifically designate that said apportionment is only for said temporary period. Allocations shall be charged to the State or District wherein the studio of the station is located and not where the transmitter is located: *Provided further,* That the Commission may also grant applications for additional licenses for stations not exceeding 100 watts of power if the Commission finds that such stations will serve the public convenience, interest, or necessity, and that their operation will not interfere with the fair and efficient radio service of stations licensed under the provisions of this section.

"(c) The Commission shall study the proposal that Congress by statute allocate fixed percentages of radio broadcasting facilities to particular types or kinds of nonprofit radio programs or to persons identified with particular types or kinds of nonprofit activities, and shall report to Congress, not later than February 1, 1935, its recommendations together with the reasons for the same.

"(d) No license granted for the operation of a broadcasting station shall be for a longer term than three years, and no license so granted for any other class of station shall be for a longer term than five years, and any license granted may be revoked as hereinafter provided. Upon the expiration of any license, upon application therefor, a renewal of such license may be granted from time to time for a term of not to exceed three years in the case of broadcasting licenses, and not to exceed five years in the case of other licenses, but action of the Commission with reference to the granting of such application for the renewal of a license shall be limited to and governed by the same considerations and practice which affect the granting of original applications.

"(e) No renewal of an existing station license shall be granted more than 30 days prior to the expiration of the original license.

"HEARINGS ON APPLICATIONS FOR LICENSES; FORM OF LICENSES; CONDITIONS ATTACHED TO LICENSES

"SEC. 309. (a) If upon examination of any application for a station license or for the renewal or modification of a station license the Commission shall determine that public interest, convenience, or necessity would be served by the granting thereof, it shall authorize the issuance, renewal, or modification thereof in accordance with said finding. In the event the Commission upon examination of any such application does not reach such decision with respect thereto, it shall notify the applicant thereof, shall fix and give notice of a time and place for hearing thereon, and shall afford such applicant an opportunity to be heard under such rules and regulations as it may prescribe.

"(b) Such station licenses as the Commission may grant shall be in such general form as it may prescribe, but each license shall contain, in addition to other provisions, a statement of the following conditions to which such license shall be subject:

"(1) The station license shall not vest in the licensee any right to operate the station nor any right in the use of the frequencies designated in the license beyond the term thereof nor in any other manner than authorized therein.

"(2) Neither the license nor the right granted thereunder shall be assigned or otherwise transferred in violation of this act.

"(3) Every license issued under this act shall be subject in terms to the right of use or control conferred by section 606 hereof.

"LIMITATION ON HOLDING AND TRANSFER OF LICENSES

"SEC. 310. (a) The station license required hereby shall not be granted to or held by—

"(1) Any alien or the representative of any alien;

"(2) Any foreign government or the representative thereof;

"(3) Any corporation organized under the laws of any foreign government;

"(4) Any corporation of which any officer or director is an alien or of which more than one-fifth of the capi-

(*Continued on page 40*)

Getting the Most From Your Program

Conoco Promotes Weekly Broadcast Through Newspapers, Log Cards, Posters and Oil Station Attendants

BY WESLEY I. NUNN
Advertising Manager
Continental Oil Co.

THE CONTINENTAL Oil Company does not believe in merely hiring some of the best radio talent available and then sitting back to await results of its broadcasting advertising. Neither does it believe in depending on the network or stations to do all the program merchandizing. Instead, as Mr. Nunn explains, numerous promotion schemes are utilized—not to advertise the sponsor primarily but the program. Conoco believes that the radio announcer will take care of the direct advertising. Results have proved the correctness of the theory.

THE SIZE of an audience won by a radio program and the regularity with which the listening public tunes in for a program week after week is determined largely by the merits of the program itself.

The listening public will tune in once for part of a poor program, but if that program continues faulty the audience will soon be lost. On the other hand, if the program is genuinely meritorious and the same high standards of entertainment are maintained week after week, the public will consistently tune in.

However, there are legitimate means to expand the audience for a radio program. To illustrate:

Picks Outstanding Talent

THE CONTINENTAL Oil Co. contracted to bring to the microphone Harry Richman, star of stage, screen and radio; Jack Denny's excellent music, and that distinguished news commentator, John B. Kennedy. This program is broadcast for a half hour each Wednesday night over a network of 26 NBC-WJZ stations, extending from New York to Salt Lake City in the west and Houston in the southwest.

We believed that the combination of Richman, Denny and Kennedy would win for us a tremendous national audience throughout the territory where we have distribution. In this we have happily learned we were correct. But we wanted the maximum possible audience and so we proceeded to merchandise the program.

We wanted to have every employe of the company conscious we had a radio program and we wanted each man and woman to get into the habit of listening to the program week after week. We wanted our employes talking about the radio among themselves and in their contacts with the public. To accomplish this, definite steps were taken.

Advertising the Program

IT IS a common practice to use small newspaper space to call the attention of the listening public to a radio program. Such space is usually divided among the program itself and the artists and the products of the company sponsoring the program. We decided to use large newspaper space—4 x 12 in some papers and 3 x 9 in others—and to feature the program and the artists. The reference to the company sponsoring the program was to be incidental. A proof of the radio advertisement was mailed to every Continental employe.

In all product advertising appearing in newspapers, magazines and farm papers, prominent space is given to the radio program. Use was made of printed log cards. Over 600,000 have been distributed from Conoco service stations. Logs were also mailed direct to customers with charge accounts. The radio program was featured in the company magazine, "The Red Triangle," which goes to all employes, dealers and jobbers. Liberal use was made of colored station posters. Forty thousand of these were displayed at all company service stations.

"Talking Radio"

IN ADDITION, our employes have gotten into the habit of *talking radio.* A man drives up to a Conoco filling station Tuesday afternoon. After he has had his gasoline tank filled and certain courtesies have been extended to him, the attendant will say:

"I am sure you are going to listen to our radio program tomorrow night."

If asked the exact time and the station on which the program may be heard, he gladly gives the information.

Finally, Continental adopted a publicity policy which is worthy of brief mention here. The company decided to supplement the excellent work of the NBC press department, which has several hundred programs to handle and obviously cannot exhaust the publicity possibilities of any one program.

Continental decided to seek in newspapers and the radio fan magazines publicity for the program itself as changed from week to week, and for the artists themselves. No effort was to be made to get publicity for the sponsor of the program. We were content to let the radio announcer handle the advertising.

Too much radio publicity is designed to please advertising and sales personnel. Radio publicity to be acceptable to radio editors must contain news. It need not be, necessarily, spot news. It may be time copy human interest news.

Proof of Results

WHEN our filling station men tell us that motorists are driving up to their pumps and saying that they heard the Conoco radio program last night and they want to try that much-talked-of motor oil, we know that our program is accomplishing what we set out to accomplish. When motorists write to the Conoco Travel Bureau for travel information in increased numbers, we know our program is effective.

We are staying on the air throughout the summer months because summer is a time of motor touring. Radios are to be found in motor cars by the hundreds of thousands. Radios are to be found wherever you find summer campers.

We have taken an option on the services of our artists for 1935. That best answers the question whether we believe in the effectiveness of radio.

NRA Still Studying Code for Agencies

NEGOTIATIONS for formulation of a code of fair competition for advertising agencies are still going forward and will not be abandoned under the administration edict relating to codes covering certain service industries, it was made known June 1 at NRA.

Additional "amendments" to the proposed code, originally submitted by the American Association of Advertising Agencies last September, now are being studied, according to C. C. McCleish, assistant deputy administrator in charge of the code negotiations. He said that no definite hearing date has yet been set but that he is hopeful of accomplishing this end shortly.

Many complications have developed in drafting the proposed code. Certain of the trade practice stipulations proposed by the A.A.A.A. have been opposed by the Association of National Advertisers and the National Institute of Advertising Agencies, a newly created organization said to represent small independent agencies. Objections have been raised as to agency commissions, service charges and proper functions of advertising agencies.

RALSTON PURINA Co.'s "Madame Sylvia of Hollywood" series late Friday afternoons on the NBC-WEAF network terminates June 22, but the sponsor has signed Madame Sylvia for an extended return engagement next fall.

Schedule and Program Of NAB Meet at AFA Convention Announced

A REVISED schedule of the NAB radio departmental at the annual convention of the Advertising Federation of America in New York, June 17 to 20, was announced June 9 by Philip G. Loucks, NAB managing director. Radio sessions will be held two days instead of one, namely, June 19 and 20. The new program, arranged by Arthur Church, KMBC, Kansas City, as chairman of the NAB commercial committee, follows in full:

Tuesday, June 19, 10 a. m.

"Studying Listener Habits," by Walter J. Damm, manager, WTMJ, Milwaukee, Wis.

"What We Have Learned About Station Coverage," by C. M. Jansky, consulting radio engineer, Washington.

Discussion of topics discussed by Mr. Damm and Mr. Jansky will be led by Martin B. Campbell, general manager, WFAA, Dallas.

Discussion by representative of the American Association of Advertising Agencies on subject of a cooperative bureau for the study of station coverage and listener interest.

"Suggested Standard Forms for Local Contracts," and "The Present Trend of Station Relations with Advertising Agencies," by Roy L. Harlow, assistant to the president, Yankee Network.

1 p. m.: Luncheon meeting of radio committee of AAAA and commercial committee of the NAB.

3 p. m.: Commercial committee of NAB meets in executive session.

Wednesday, June 20, 10 a. m.

"Making a Program Work," by Francis D. Bowman, advertising manager, the Carborundum Co.

"Station Merchandising and the Radio Program" (speaker to be announced).

"The Market for Radio Advertising," by Dr. Herman S. Hettinger, Wharton School of Finance and Commerce, University of Pennsylvania.

"Pertinent Problems in Radio Sales," by Leslie Fox, WMCA, New York.

"Are You Making a Profit and How Do You Know?" by H. K. Carpenter, manager, WPTF, Raleigh, N. C., and chairman of the Cost Accounting Committee of NAB.

"Solving Relations of the Station and the Network," by John A. Patt, president, WGAR, Cleveland.

Agency Man Appointed

FLOYD H. WEISSINGER, since 1924 with the Campbell-Ewald Co., Detroit, has joined the Chicago headquarters staff of Free & Sleininger, national station representatives. Mr. Weissinger has traveled extensively throughout the country for the big Detroit agency, servicing and contacting its accounts, conducting surveys, checking media and results, etc. He has been assigned to advise advertisers in preparing and merchandising campaigns.

Petry Signs WMCA, WWVA

WMCA, New York, and WWVA, Wheeling, W. Va., have been added to the list of stations represented exclusively in the national field by Edward Petry & Co. The Petry organization now represents 36 stations. The New York and Wheeling outlets are among the group controlled by George B. Storer, who recently took over the executive management of WMCA.

National Advertisers Cite Need For Radio Circulation Yardstick

Broadcasters Criticized for Failure to Co-operate By Chairman at Chicago ANA Radio Session

THE NEED of further development of a "yardstick" for radio "circulation" was emphasized by speakers attending the radio session June 3, preliminary to the semi-annual meeting of the Association of National Advertisers in Chicago, June 4-6. Although discussions during the radio meeting were not publicized and the meeting was held behind closed doors, it was learned by the Chicago correspondent of BROADCASTING that this was the major subject of consideration, together with some criticisms of the high cost of radio talent.

Harold B. Thomas, sales and advertising manager of the Centaur Co., New York (Fletcher's Castoria) presided at the radio session. The subject matter was explained by A. W. Lehman, assistant managing director of the ANA and manager-secretary of the Co-operative Analysis of Broadcasting, as follows: "Review of what has already been done by advertisers to develop a yardstick for radio" and "consequent discussion of what further steps can be taken to improve this yardstick."

Fails to Co-operate

MR. LEHMAN pointed out that as yet the broadcasting industry has not indicated a unified desire to co-operate with advertisers and advertising agencies in devising a basic measuring stick. The plaint of advertisers is that the broadcasting industry is the sole member of the great advertising mediums that does not accord such cooperation.

This subject received additional stimulus during the regular sessions, when a report by Stuart Peabody, chairman of the board of the ANA and an executive of the Borden Co., revealed that the outdoor advertising industry has followed the lead of newspaper and magazine and is now earnestly cooperating in providing advertiser and agency with suitable measurements for outdoor advertising.

The medium through which this is done is the Traffic Audit Bureau, underwritten by the Outdoor Advertising Association of America, Inc., and governed by representatives of the ANA, AAAA and OAAA. Mr. Peabody, in his report, indicated that the researches of this bureau are bringing advertisers an increased understanding and appreciation of outdoor advertising. Newspapers and magazines, through the Audit Bureau of Circulations, have rendered valuable cooperation and guidance to advertisers for nearly a quarter of a century, leaving radio alone without any kind of audit bureau, he said.

Lee H. Bristol, vice president of Bristol-Myers Co., making a point of the fact that the advertisers are not proposing to eliminate agencies, but rather to strengthen them, reported that the new ANA study of advertising agency compensation may be ready by the time of the regular and annual convention this fall.

More than 100 advertising executives, representing many of America's largest national advertisers, gathered for the meetings, which were held in the Edgewater Beach Hotel. The sessions concluded with a banquet, at which Rufus Dawes, president of the Century of Progress Exposition, and Col. R. R. McCormick, publisher of the *Chicago Tribune*, were guests of honor.

Col. McCormick's speech referred to the WIBO case as indicating how the government might restrict freedom of the press if it has the sort of licensing power it now exercises over radio. The banquet program featured NBC and WGN artists.

Like the radio session, other discussions during the two-day period were carried on behind carefully guarded doors. Speakers included Allyn B. McIntire, president of the ANA and official of the Pepperell Manufacturing Co.; Harry D. Nims, E. I. du Pont de Nemours & Co.; C. H. Lang, General Electric Co.; H. G. Weaver, General Motors Corp.; Daniel A. Sullivan, Cannon Mills; Mills F. Hollister, Coca-Cola Co.; Kenneth Laird, Western Co.; Paul Ryan, Shell Petroleum Corp.; C. E. Wittmack, Oshkosh Overall Co.; Franklin Bell, H. J. Heinz Co.

Group Sessions Held

GROUP SESSIONS, five in number, were conducted by the following: industrial, Ralph Leavenworth, Westinghouse Electric & Manufacturing Co.; drugs, Ernest M. Oswalt, Campana Sales Co.; foods, S. C. Gale, General Mills, Inc.; gasoline and motor oils, R. J. Flood, Gulf Refining Co.; textiles, shoes and dry-goods, A. O. Buckingham, Cluett, Peabody & Co.

Networks' May Business 63% Above Last Year

COMBINED income from time sales for the national networks increased 63 per cent in May, as compared with the same month last year. CBS improved its income by 101 per cent, while NBC gained 48 per cent. The dollar volume was: NBC, $2,472,594; CBS, $1,255,887. The former network exceeded its previous May record, set in 1932, by a fraction more than 7 per cent, while CBS, for the first time this year failed to top its 1932 high.

Cumulative totals for the first five months of 1934 show NBC with $11,927,190 and CBS $6,946,163—increases of 33 per cent and 63 per cent respectively. With a total income for this five-month period of $18,873,353, the two networks have done more than five-twelfths of the total 1932 business. As summer receipts are setting records 1934 will easily top 1932, unless fall bookings should drop off unexpectedly.

MR. HOWLETT

Harry Howlett of WHK Dies After an Operation

HARRY HOWLETT, for the last eight years commercial manager of WHK, Cleveland, died June 5 in the Deaconess Hospital, Cleveland, after an acute illness had set in following an appendicitis operation. He was 42 years old and had been in ill health for some time. He was widely known as a public speaker, particularly on the subject of radio. Because of his illness he had to cancel an engagement to speak before the Advertising Federation of America convention in New York this month.

Mr. Howlett was born in England, going to Winnipeg, Canada, in 1911 with his father and his brothers, M. A. and Eric S. Shortly afterward he and M. A. engaged in railroad construction work in the Canadian Northwest as civil engineers. Later he became active in work for the International Bible Students Association, traveling widely as a lecturer for the Watchtower Society.

When M. A. Howlett went to Cleveland in 1926 as president and manager of WHK, he shortly afterward summoned Harry to handle the commercial end, and Eric was made program director. About a year ago Eric went to WAIU, Columbus, as manager. The *Cleveland Plain Dealer* purchased control of WHK from the Howlett brothers about two years ago, and also owns WAIU.

Harry was on the commercial committee of the NAB, a director of the Cleveland Advertising Club and the promoter of children's theaters in Cleveland. He is survived by his wife, his father, his father-in-law, J. W. DeBell, who is connected with WHK, and two children, Jack, 10, and June, 5.

WHAS Head Honored

CREDO HARRIS, manager of WHAS, Louisville, is now Credo Harris, LL.D. The honorary degree was conferred upon him June 6 by Asbury College, Wilmore, Ky., for his aid to the college and other educational and religious institutions during his 12 years of managing WHAS. The college's devotional program is heard on WHAS daily except Sundays from extension studios. The degree is awarded by Asbury College to only one person each year. Dr. Harris is also noted as an author and playwright.

April Radio Drops 4.9% Under March

Principal Loss in Networks; National Auto Spots Up

ALTHOUGH it remained considerably above the general level for the present season, broadcast advertising as a whole during April declined 4.9 per cent from March, amounting to $6,669,957, according to the monthly NAB statistical survey prepared by Dr. Herman S. Hettinger, University of Pennsylvania economist. The drop, Dr. Hettinger explains, is due principally to a 6.5 per cent decrease in network revenue, station business having dropped a little less than half that proportion.

Non-network advertising revenues of the stations during April accounted for $2,868,350 of the total, which compared with $2,953,530 in March. Revenues of the 100-watt stations rose slightly, while those over 5,000 watts declined slightly. Small gains in business were recorded in the New England-Middle Atlantic areas, with slight declines in other areas.

Auto Spots Gain

THE PRINCIPAL industrial trends of the month were the marked gains in national spot advertising in the automobile and automotive accessory fields.

The radio figure for April, $6,669,957, compares with $44,501,000 for newspapers, $11,974,032 for magazines and $593,059 for national farm papers, according to the NAB report.

The comparative volume of gross receipts for networks, regional networks and individual stations for March and April are as follows:

	Gross Receipts	
Class of Business	*March*	*April*
National networks..	$4,000,698	$3,739,719
Regional networks..	66,516	61,888
Individual stations..	2,953,530	2,868,350
Total.....	$7,020,744	$6,669,957

Classes of Business

BY TYPES of rendition, the non-network revenues of the individual stations as a whole were as follows for the month:

	Gross for April	
Type of Rendition	*National spot*	*Local*
Electrical transcriptions	$757,420	$111,168
Live talent programs	457,710	688,520
Records	10,010	37,900
Spot announcements	266,630	539,000
Total.....	$1,491,770	$1,376,580

General Mills Show

FOLLOWING UP its big one-time show on 65 CBS stations May 19, featuring sports luminaries in a one-hour production, General Mills, Minneapolis (flour), on June 16 will present "Famous Acts of the American Theater" on 55 NBC-WEAF and supplementary stations. The Saturday night program, scheduled for 10:30-11:30, EDST, will feature such celebrities as Cissy Loftus, Fritzi Sheff, De-Wolfe Hopper and others, with Abe Lyman's orchestra. Blackett-Sample-Hummert, Inc., Chicago, handles the account.

MRS. FRANK SMITH, mother of June Meredith, NBC actress, died in Chicago on May 3.

Department Store Crumbs or a Slice?

Responsibility Is Station's to Sell Itself as a Medium; Store and Station Ignorant of Other's Problems

By MARGARET FITZGERALD
Sales Promotion & Adv. Mgr.
O'Connor Moffatt & Co.
San Francisco

THIS ARTICLE is a sequel to a piece by the same author which has attracted considerable interest among broadcasters, agencies and advertisers. Under the title of "Can the Department Store Afford Radio?" Mrs. Fitzgerald in the February 1 issue of BROADCASTING made a case against the department store advertising managers who are still afraid of radio. In this article she turns her guns on the station and its advertising salesmen who are satisfied with merely the crumbs of the department store's advertising budget. As in the previous argument, she hits the nail squarely on the head.

ARE RADIO stations going to wait for department stores to *buy* radio, or are they going to do a *selling* job? When are they going to begin? What convincing methods are they going to use? It seems to me that radio is going to remain a "secondary" medium in the eyes of the average department store until the store itself is sold on proving to its own satisfaction that radio ranks second to none in importance!

If radio is potentially a medium of prime importance for department stores, then it should be presented and sold as such by salesmen who have confidence in it, by salesmen who aren't satisfied to sell radio as a "fill-in" for a fraction-of-a-per cent of the store's advertising expenditures. Radio stations may, some day, have the courage to say, "No thanks—keep your small change—wait till you're ready to give the air a fair and impartial trial of sufficient duration to prove something," when they're offered scraps from the advertising table in the form of anniversary sale announcements used once or a few times a year. When they do, the jolt may prove to be the eye-opener that's needed.

Analysis of Radio Use

IF WE TAKE a look at the latest analysis of publicity expense (for the year 1933) we find that only six out of 32 stores are consistent users of the etherways in the Under One Million Volume Group; the One to Two Million Group makes a better showing with 17 stores out of 37 on the air; the Two to Five Million Group drops back to a lower percentage of radio users; and the Over Five Million Group as a whole evinced not the least interest in broadcasting.

The few stores who do use the air admitted that radio is but an occasional medium—maybe a month before Christmas, or a few spot announcements or a tie-up with store-wide sales or on some special occasion. Nothing consistent, no definite plan, nothing to write home about! Not even enough interest to find out what this medium that still smacks of the miraculous can do. If these stores were doing "capacity" business one could understand this apathy, but there hasn't been a Standing Room Only sign in a department store for goodness knows how long. It seems to me that radio has been so busy selling the big fellows who can buy transcontinentals and chains that they've failed to sell the home folks—the department stores!

Sales Technique Differs

OF COURSE, there's a different selling technique involved. The agency does not enter the picture—at least not at first, since the average store is not accustomed to dealing through an agency. The average station salesman isn't used to dealing with anyone but an agency representative. Take away the agency "in-between" and the salesman is at sea!

MRS. FITZGERALD

The get-together of an advertising manager and a radio salesman is somewhat strained. They are not on terms of easy intimacy. Neither quite understands the other's problems. The advertising manager vaguely senses that he shouldn't blind himself to something new (yes sir—radio is still "new" to most stores), so he listens politely and says that well, yes, when times get better, the store may try to budget a few dollars to try out broadcasting for a few months. And the radio salesman (who is sure that radio can do something for department stores but he's not quite sure just what) says well, sir, the air's a great medium. Look what it's done for cigarette sales, and the A. M. counters with "but those fellows who are selling nationally and just one product," and the R. S. comes back with a snappy, "Well, I'd like to call on you again sometime to discuss the matter further."

It simmers down to this: The average store doesn't really know enough about radio to know what to buy, and the radio stations don't know enough about department stores (and their real or fancied peculiarities) to know what to sell. In most instances it will be up to the seller to peddle his wares, and until radio salesmen know both the *questions* and the *answers* the picture will remain just about as is of the fiscal year of 1933.

Seventy-three times as many dollars for newspaper space as for radio, that's the way it stands now with the average large department store! Certainly today's picture looks as if it's "crumbs" for broadcasting, and in my estimation it's going to be crumbs until the radio seller knows what the department store advertising manager has on his mind—and changes his selling tactics accordingly!

Holiner, Writer of Songs, Joins Lennen & Mitchell

MANN HOLINER has joined Lennen & Mitchell, Inc., New York, as head of the radio department, replacing Arthur Bergh, resigned. He was radio director of Federal Advertising Agency for two and a half years and has long been identified with Broadway musical productions.

Among the musical scores for which Holiner was responsible are those of "The Blackbirds" and "Rhapsody in Black," and he has written the lyrics for a number of successful songs, in addition to writing skits and lyrics for many individual artists.

Among the accounts handled by Lennen & Mitchell which use radio are Old Gold, Woodbury Soap, and Lehn & Fink, the last named of these being in the midst of an intensive summer campaign.

AFA Advertising Series

A LIST of the 214 radio stations that broadcast its 1934 series of "Short Talks on Advertising" occupies the inside cover page of a 20-page booklet containing the full series just issued by the Advertising Federation of America's bureau of research and education. The series was the second to be presented by AFA through various media, including radio, with the object of promoting a better public understanding of advertising.

NBC And Durante Win Copyright Suit

N. Y. Federal Court Dismisses Case Instituted by Poet

HOLDING there was no copyright infringement, Judge Robert P. Patterson, of the U. S. District Court of New York on June 2 granted the motion of NBC and of Jimmy Durante, comedian featured in the Chase & Sanborn Hour, to dismiss the suit of Alfred Kreymborg, poet, seeking an injunction and accounting in connection with Durante's use of three of Mr. Kreymborg's poems.

Judge Patterson, in his opinion, believed to be the first decision of any court on the particular question involved, said:

Lacked Dramatic Quality

"UNDER the copyright act, protection against public performance or delivery of copyrighted works is afforded only in the case of a lecture, sermon, address or similar production, a drama or a musical composition. Other copyrighted works may be recited in public for profit without infringement. The point is of some moment, now that radio broadcasting of novels, poems, and so on is widespread. Nevertheless, it is recognized that except as to the classes of copyrighted works referred to above, the author under the existing statute cannot complain of public performance of his copyrighted works.

"It is essential to the maintenance of this suit, therefore, that the poems be treated as dramatic compositions, either in their original form or as part of the play into which they were later carried. In their original form and as first written, the poems were not dramatic works. They were not cast in dramatic form. They were lacking in plot, characters and action.

"It is true that the first copyright gave the plaintiff the exclusive right to dramatize the poems. It is also true that under Section 6 of the copyright act the play was new and copyrightable matter. But the poems already copyrighted and taken into the play retained only their original status. A stranger who thereafter used only the poems would not infringe the copyrighted play."

Poet to Appeal

HARRY WEINBERGER, New York, attorney for the poet, announced he would appeal the decision to the circuit court. "This decision," he said, "leaves every writer of poetry or even prose absolutely helpless from any one using it on the radio or stage without paying for it. If the higher United States court upholds the decision it behooves the writers of America to have the copyright law changed."

Defeated for Congress

TWO IOWA broadcasters seeking their respective party nominations for Congress were defeated in the June primaries. John M. Henry, manager of KOIL, Council Bluffs-Omaha, sought the Republican nomination from his district, and James Pearson, of KFNF, Shenandoah, was defeated in the Democratic primary.

Commercial Television is Still Five Years Ahead, IRE Hears

NAB Engineering Committee Also Holds Session; High Fidelity Radio Topic of Discussion

PRACTICAL commercial television is far from an accomplished fact and is at least five years away, the Institute of Radio Engineers was told at its annual convention in Philadelphia May 28-30 by W. R. G. Baker, vice president and general manager of the RCA Victor Co. The view was reflected by others who read papers on experimental television development during the three-day session attended by some 600 delegates and observers.

Dr. Baker pointed out that in spite of great strides made in television experiments during the last few years many problems remain, not the least of which are in the economic class. Because, of the indefinitness of practical television, he said, advertisers cannot be expected to pay any appreciable amounts for talent and time until coverage is assured.

Record Attendance

THE CONVENTION, presided over by C. M. Jansky, Washington engineer and IRE president, was the biggest in IRE history. Coincident with the meeting, the NAB engineering committee was called together by its chairman, Joseph A. Chambers, chief engineer of WLW-WSAI, Cincinnati. High fidelity radio, transmitter efficiency and various other technical radio developments were discussed. Approximately 75 engineers attended the NAB meeting.

In support of his statement that practical home television is at least five years off, Dr. Baker said:

"If 700,000 persons should spend $300 apiece to equip their homes with television apparatus, that would require a total expenditure of $210,000,000. To serve that many persons about 80 transmitting stations would have to be provided, at a cost of $40,000,000, and another $40,000,000 would have to be spent to develop an interconnecting network. It would take $58,000,000 a year for costs of transmitter operation and for depreciation.

"Another problem is that of programs. A radio broadcasting network is likely to have 5,000 program hours a year. For a television station to show once each of the 300 feature motion pictures produced in a year in the United States would take up only 300 program hours. To broadcast each of the new plays of a year shown on New York stages would take up only another 300 hours. Shorts and newsreels would bring the total only to 2,000 hours. And not all news events would be in reach.

Artist's Life Brief

"THE ARTIST'S life, in television, would be for only a few brief weeks. You can listen to an entertainer over the air repeatedly, but you would not be content to see his grimaces more than a few times. So artists would demand high pay.

"Who is to pay for the vast costs? It will take years to develop television. You can't expect the manufacturers to pay for it, nor can you expect advertisers to pay much until coverage is assured them. European nations have become accustomed to government operation of all communications systems and to paying a government tax for radio broadcasting. American social psychology is different.

"But none of these problems is insoluble. And television hasn't yet developed all its tools."

During the second day's meeting engineers of RCA Victor who have been identified with television experimentation explained that they have successfully transmitted images from the transmitter atop the Empire State Building, in New York, to the RCA Victor plant in Camden, a distance of 90 miles. Outdoor scenes, they said, had been transmitted over short distances.

E. W. Engstrom, of RCA Victor, in an introductory address, reiterated Dr. Baker's view that many obstacles, both economic and technical, at present block practical home television. A high power transmitting system is essential to success, he said. The RCA television system, about which the utmost secrecy has prevailed, was discussed in general terms. It was said to be far superior to any mode of television transmission heretofore developed.

It was pointed out that the iconoscope, or "image observer" developed by Dr. Vladimir K. Zworykin and his associates at RCA Victor, is an integral part of the RCA system, along with the cathode ray tube, which permits electrical scanning of images rather than the earlier mechanical scanning.

Dr. Zworykin was awarded the $500 Morris Liebman memorial prize for his development of the iconoscope. The 1934 Honor Medal was presented by the Institute to Capt. S. C. Hooper, director of Naval Communications, in recognition of his work in organizing military communications and in fostering the growth of American communications facilities.

Broadcasters' Responsibility

IN A DISCUSSION of high fidelity radio, the engineers concluded that the problem is both that of transmission and reception. Broadcasters, it was agreed, are confronted with the task of "cleaning up" their transmitters to eliminate shortcomings, while set manufacturers have a definite task of revising production of receivers to make possible high fidelity reception. It was agreed also that high quality radio cannot be accomplished overnight, but is necessarily a slow, developmental process.

Mr. Chambers described the new 500,000 watt WLW transmitter in an address. J. C. McNary, NAB engineering aide, reported the results of a survey made by A. S. Clark, of the Radio Research Co., of Washington, on the performance of 24 broadcasting transmitters of various powers. The results indicated that composite transmitters, under actual operating conditions, are superior to standard manufactured units insofar as distortion is concerned, he said. S. S. Kirby, K. A. Norton and G. H. Lester, of the Bureau of Standards, presented a paper dealing with the recording of field strength at broadcast frequencies.

Among others who addressed the NAB committee meeting were E. K. Cohan, technical director, CBS; C. W. Horn, NBC general engineer; K. W. Jarvis, of the Zenith Radio Manufacturing Co.; J. V. L. Hogan, New York engineer; Dr. Alfred N. Goldsmith, New York engineer; E. L. Nelson, Bell Telephone Laboratories; and J. R. Poppelle, chief engineer, WOR.

I. R. Baker, chief of transmitter sales for the RCA Victor Co., was host to about 350 IRE delegates at a luncheon and inspection of the RCA Victor plant at Camden on May 29.

PROMOTES NUPTIALS

June 1 Brides Given Formay, Recipe Book by Sponsor

SWIFT & Company, sponsors of the Al Pearce program, two afternoons a week on the NBC-KGO network, used radio recently to promote a unique June bride gift offer. V. M. Ekdahl, in charge of Formay sales on the Pacific coast, made arrangements to have a company representative at each county seat in California, Oregon and Washington on June 1. Every couple that obtained a marriage license on that day received a free can of Formay and recipe booklet. The first one at each marriage bureau received a three-pound can of Formay, while all the others got one-pound cans.

Swift's NBC program was used the week previous to ballyhoo the idea. Between 400 and 600 June brides took advantage of the offer, according to preliminary statistics, though the complete figures were not available when BROADCASTING went to press.

Until the supply was exhausted, the brides also received a picture of Cinemactor Charles Bickford taken off Malibu Beach, where he caught his own fish and fried 'em in Formay. The Los Angeles office of J. Walter Thompson Co. handles the Formay account for Swift.

Mrs. Roosevelt Signed

MRS. FRANKLIN D. ROOSEVELT has been signed by Fletcher & Ellis, Inc., New York agency, for the Simmons Co., New York (beds and mattresses) to appear in a 13-week series of half-hour programs. There will be one broadcast, on July 9, over the NBC-WJZ network, originating in Chicago, with a musical presentation built around Mrs. Roosevelt's talk. The remaining 12 broadcasts will be presented in the fall, though no decision has yet been reached as to the starting date, or the exact coverage to be used. It is stated that the fees Mrs. Roosevelt receives will be assigned by her in advance to specific causes and charities, and that she will not actually see the money.

Wire Program Unit Formed by Storer

Knipe Named Sales Head; Network Report Premature

Mr. Storer

OPERATING under the corporate title of American Broadcasting System, WMCA, New York, is feeding from its studios a wire program service to four eastern stations and eventually may evolve this hookup into a network serving major markets, according to George B. Storer, president of the Federal Broadcasting Corp., operating WMCA. Mr. Storer is also president of the newly formed ABS.

Mr. Storer informed BROADCASTING June 12 that reports that his project was a "third network" were premature. Thus far only sustaining programs have been fed to the four stations—WOL, Washington; WPEN, Philadelphia; WDEL, Wilmington, and WPRO, Providence. The first three were formerly affiliated with Ed Wynn's defunct Amalgamated Broadcasting System and subsequently became associated with the General Broadcasting System, a cooperative interchange group designed to succeed Amalgamated.

Knipe is Retained

Mr. Knipe

KARL KNIPE, former sales manager of CBS, has been retained by Mr. Storer as sales manager for ABS. He joined the organization June 15. Other additions in personnel are contemplated, Mr. Storer said, with the object of bringing about an orderly development of the project. The least possible emphasis is being placed upon the building of the group, lest it be confused with previous ill-starred projects such as the Wynn fiasco.

The new corporation is an entirely separate organization and is not corporately identified with Federal and its operation of WMCA. At this time there are only two other stockholders—J. H. Ryan, of Toledo, general manager of the Storer controlled stations, WSPD, Toledo; CKLW, Detroit-Windsor, and WWVA, Wheeling, and Allan A. Ryan, Jr., one of the principal stockholders in Federal.

Plans for development of the major market group, Mr. Storer asserted, are being worked out slowly and clearly. The matter is being discussed with certain stations but no "deadline" has been set for full commercial operation. He said his organization was formed corporately at this time in order to afford the stations subscribing to the sustaining program service the advantage of a name.

Mr. Knipe resigned from CBS recently after nearly a year with the network. Prior to that he was associated with the J. Walter Thompson Co. His new post in no way conflicts with that of J. Leslie Fox, sales head of WMCA.

The World Comes to America Via Radio

By WILLIAM A. WINTERBOTTOM
Vice President and General Manager, RCA Communications, Inc.

International Broadcasts: Their Past, Present and Future; Years of Research Behind Feats Accepted Casually

SO RAPID has been the development of international broadcasting from the experimental stage of a few years ago to the split-second schedules of today that we are all inclined to treat a broadcast from a European capital in the same blase manner that we tune in New York or Chicago. Mr. Winterbottom, who is head of one of the foremost agencies in this development, tells an interesting story of these broadcasts from the point of view of the operators who make them possible. He sees, moreover, in this increase in international broadcasts a strong unifying influence on the world's varied peoples.

Mr. Winterbottom

ALL the world's a stage, in a new and literal sense, for the international broadcasts which have become such a popular feature of American network programs. Speakers thousands of miles from their audience await their cues—in Vienna, in the South Polar wastes, in London, in Buenos Aires—and respond to them as quickly as actors in the wings of Broadway theatres catch their entrance lines, spoken a few feet away.

Progress of Two Years

SO SMOOTHLY do the programs run, so numerous have they become in recent months, and so excellent is the general average of their reception, that many among the millions of radio listeners who hear them may have forgotten already that only two years have elapsed since international broadcasting passed from the experimental stage and became a highly developed service, available on the dependable, split-second basis that broadcast schedules demand. Even the men in the central office of RCA Communications, Inc., through which the most of the programs come, have to stop and think these days to find anything unusual in their efficient routine.

When they do take time to chat about their experiences, however, interesting incidents, all of them illustrating how the service has defeated distance, are revealed. The man at the international broadcast switchboard may mention casually, for example, how the striking of "Big Ben" in the tower of the House of Parliament in London, heard in the central office of RCA Communications in New York City sooner than it is heard by Londoners a mile away, has become one of the accepted signals that it is time for a program of the "Whither Britain?" series, on which such leaders as George Bernard Shaw discuss problems of the Empire's future.

Travel With Light Speed

THE TOWER which holds the great clock is within a stone's throw of Radio House, the station of the British Broadcasting Company from which the programs of this series originate. The men in New York, with circuits open to receive the programs, on the stroke of the half-hour, invariably have heard the clock strike in London. The sounds of the bell, after travelling the short distance to Radio House, are shunted to America with the speed of light, 186,000 feet a second. Without benefit of radio impulses, they take much longer to reach London Bridge, although the tower can be seen plainly on the horizon from the bridge.

There is nothing spectacular—to the men responsible for bringing in and sending out international programs—in the way in which speakers on the other side of oceans respond instantly to the speeches introducing them to American broadcast audiences. It is regular practice to "feed" the entire program, including the American introductory speeches, back to the point of origin. In such cases it is as simple to respond to an introductory speech on another continent as it would be if it were made on the same platform in an auditorium.

A singer in New York recently sang to the accompaniment of an orchestra playing in Buenos Aires, the song and the accompaniment being heard together by a broadcast network audience in the United States. The singer's voice was sent by short wave to Buenos Aires to be broadcast on one network from there with the orchestra accompaniment. On another circuit the orchestra was broadcast alone to help convince any skeptics among the South American listeners that singer and orchestra, exactly together in harmony and tempo, were more than five thousand miles apart in space.

AT RADIO CENTRAL—Switchboard in New York City office of RCA Communications through which programs addressed from abroad are connected to American broadcast networks and stations.

Background of Research

BECAUSE of the great obstacles in transmission to be overcome, the cues to the speakers on the Byrd Expedition program are sent by radiotelephone from Buenos Aires and radiotelegraph direct from New York, to guard against any possibility that a blur in the reception of the program, as fed back to the expedition from New York, may cause a misunderstanding and delay. Even on the Polar Ice Cap, Admiral Byrd has never missed a cue. Members of the expedition, gathered in the mess hall at Little America, hear the voice of their leader in a near-by room—but the voice has traveled 9,000 miles to New York City and 9,000 miles back before it reaches them.

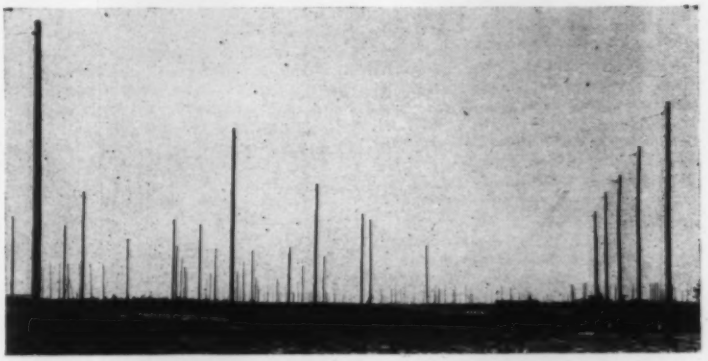
It all sounds easy enough, as the communications men talk of present achievements, but many years of patient research and building of equipment were necessary to bring international program facilities to their present state. Intensive experiments of RCA Communications in this field date from 1923. It presents problems entirely different from those ordinarily encountered in regular broadcast station operation. Sometimes the problems of the two services are exactly opposite. Broadcasting is designed to serve all stations within a reasonable radius. Its method is to get the best possible diffusion of radio impulses in all directions. In point-to-point communications, the basis of international program work, the object is to concentrate as strong a signal as possible on a definite, distant receiving station.

Acts as Reflector

DIRECTIVE antennae, developed first for long distance radio telegraph work and now used also for radio telephone and international broadcasts, are a big help in accomplishing the desired concentration of radio signals. Their general principle might be explained in language the layman can understand by saying a duplicate antenna, acting as a reflector, is erected behind the antenna from which the radio impulses are flashed. This reflecting antenna is not connected with the power station. It catches and turns back radio impulses, aiming and concentrating them in the desired direction much as the reflector of a searchlight reflects the beams of a light in front of it. The effect is similar; the beams are focused on the desired point with an intensity many times greater than they would have without the reflector.

The importance of this focusing was illustrated on one recent occa-

(*Continued on page 46*)



ANTENNA FOREST—This is a side view of the complex directive receiving antenna system at Riverhead, Long Island, which picks up short wave broadcasts from abroad for American relays.

Daytime Program Launches Product, Maintains Demand

Baking Company Convinced After Single Trial of Radio

By KOLIN HAGER
Manager, WGY, Schenectady

Mr. Hager

THAT RADIO broadcast advertising can launch a new product, create a continuing demand when that product is worthy of resale, increase sales outlets, and do all this with a daytime program, has been convincingly and profitably demonstrated by WGY.

United Baking Co., one of the largest baking concerns in the WGY territory, with distribution through 4,000 independent grocery stores, operates 100 trucks daily in the sale of its product. Until a few weeks ago the company management looked upon radio as just another advertising medium — all right for some products but not effective for baked goods. Today the United Baking Co. sponsors a quarter-hour program three times weekly and considers going to six quarter hours a week.

Here's how it happened. A member of the WGY selling staff induced the management to try a single 15-minute broadcast to promote the sale of a new product, a Wheat Flake health bread which had had a very limited sale in a territory where the white loaf is preferred. The salesman also convinced the head of the company that he should increase the output of the wheat bread 25 per cent the day following the broadcast. In the face of what he was convinced was bad judgment, the baking head agreed and said he was willing to gamble, but didn't expect much.

Bradley Kincaid, the Kentucky Mountain Minstrel, a singer of old ballads and an entertainer with a great listener following, was engaged as the entertainer to convert white bread users to the health bread. The results of a single day-time broadcast were as follows: the increased output of wheat bread was completely sold out; it was evident from the large mail response that most of the correspondents were unable to buy the bread; the United Baking Co. overnight increased its sales outlets; more than 2,000 letters were received by the baking company during continued broadcasts by Kincaid. A new contract was signed.

Bradley Kincaid proved himself a first-class salesman. Between his songs he discussed the merits of his sponsor's product, not in the finished phrases of a continuity writer for an advertising agency, but in the simple, direct, and informal manner of friend to friend. It so happened that Kincaid's children had been eating the bread even before the contract was considered, and he felt that he could more heartily endorse the claims that were made for it.

Dalrymple, Prosecutor Of Radio Outlaws, Quits

MAJ. A. V. DALRYMPLE, former federal prohibition director, who was assigned as a special assistant to the Attorney General last fall to investigate illegal radio stations in the southwest, terminated his duties June 1. At the same time it was made known by the Radio Commission that nearly 150 cases of "outlaw" radio stations, chiefly in Texas, have been disposed of, with eight guilty pleas, six convictions and two acquittals.

The remaining cases were dropped, the government being disposed to make an example of a few and allow the others to quit broadcasting voluntarily after the courts had definitely ruled that the federal jurisdiction over radio is complete. The Commission, still working in collaboration with the Department of Justice and federal district attorneys, has only one case pending in Texas, and is now proceeding against alleged outlaw stations in Brooklyn, N. Y.; Bath, N. Y.; Brooklin, Me; Woodsville, O., and Malone, Wash.

RADIO DOGGEREL
Listeners Invited to Complete Limericks on KGW

THE OLD STUNT of tempting readers to finish the last line of a limerick has been applied to radio with success, according to KGW, Portland, Ore. A Portland jeweler sponsors a program three times weekly, and Henry Blane, KGW announcer, recites the limericks while accompanying them on the piano.

While the station continuity department was at first afraid it would soon run out of ideas for limericks, listeners now swamp the station with suggestions.

An example of one of the limericks:

No matter how grouchy you're feeling
You'll find a smile more or less healing
It grows in a wreath
Around the front teeth
Thus preserving the face from congealing.

WCSC, Charleston, S. C., June 5 was authorized by the Radio Commission to increase its day power from 500 to 1,000 watts.

Facts Prove Editor & Publisher Wrong In Conclusions on Radio Advertising

Study Fails to Recognize Increase in Net Revenues And Higher Average Expenditures Since 1928

CONCLUSIONS drawn from a *Media Records* study by *Editor & Publisher* are regarded in network broadcasting circles as a clear case of twisting figures to suit a thesis. The number of advertisers each year, as given by the publication, is substantially correct, but the two most vital considerations have been completely ignored.

These are:

1. The uninterrupted increase in network revenues from 1928 to 1932, new highs being established annually in that period, and the resumption of that trend this year after a temporary setback in 1933, which can hardly be attributed even by *Editor & Publisher* to any cause other than the depression.

2. The unbroken trend from 1928 not only through 1932, but also through 1933, to higher average individual expenditures by network advertisers.

These two trends are clearly set forth in the table below.

Look at the Record

WHILE it is true that the number of network advertisers in 1933 (radio's worst depression year) was only 69 per cent of the number in 1931, and while only 28 per cent of the advertisers who began to use radio in 1931 continued through 1933, the gross network revenues fell off only 15 per cent, and the average expenditure per advertiser increased by a fraction more than 20 per cent. These figures, taking in 1933, are the least favorable to radio that could be chosen.

If the relationship between the 1928 figures and those of 1932 be taken for comparison, it will be found that the number of advertisers increased 133 per cent, the networks' revenues increased 300 per cent and the average expenditure per advertiser rose 82 per cent.

The most significant conclusion to be drawn from these figures seems to be that during the period covered by the analysis, radio constantly improved the caliber of its clientele. Its customers are spending $135,000 a year instead of $60,000 as they were six years ago. It is probable that this type of business is more profitable for the broadcasters, and it is certain that it provides better entertainment for the radio audience.

Talent Standard High

WHETHER talent expenditures have kept pace with time purchases cannot be determined. Regardless, it is certain the general standard of radio programs was higher during the recent winter than in any similar period covered by the analysis and that as many high-priced performers appeared as in any comparable period.

Network revenues during the first five months of this year show an increase of 33 per cent over the same period of 1933, and it is probable that the figures for the full year will at least equal, if not exceed, those for 1932—which so far has been the industry's high.

Year	No. of Advertisers*	Total Networks** Revenue	Yearly Average per Advertiser
1928	154	$ 9,401,012	$ 61,045
1929	225	19,091,291	84,850
1930	277	27,683,220	99,939
1931	336	37,501,217	111,610
1932	285	38,225,839	134,125
1933	234	31,508,218	134,650

*As tabulated from Media Records.
**Political campaigns have been deducted.

Dill Ponders News Group for Stations

Washington Senator Considers Retiring From Politics

Senator Dill

SENATOR Clarence C. Dill (D.), of Washington, may retire from Congress at the end of the current session and organize a nation-wide radio press association to furnish news to broadcasting stations.

A former newspaper reporter, Senator Dill informed BROADCASTING that he has been giving intensive study to the radio news situation and regards the prospects favorably at this time. He said he had not as yet determined definitely to enter the field, but believes that news broadcasting is a "tremendous" field which should be developed. He is not entirely in sympathy with the existing press-radio "program" under which news is furnished by the press associations to stations and networks.

Promises Early Decision

SENATOR DILL is recognized as the radio leader in Congress and is chairman of the important Senate Interstate Commerce Committee. He declared he probably would decide whether he will run for reelection when he returns to Spokane some time this month. Should he decide to retire from public office, he indicated that he probably would go into the radio-press field.

He has had numerous conversations and communications with broadcasting interests regarding establishment of a nation-wide press service. He has also conferred with operators of existing services which have developed since the truce was reached between the press associations and the networks.

Raps Wire Rates

THE WASHINGTON Senator declared that one of the biggest obstacles to the formation of such a news service at this time is that of high telegraphic rates for the transmission of news. Even existing press rates are exorbitant for that type of service. The solution, at some future time, he declared, might be the use of a radio multiple-address system via short waves.

Senator Dill's friends and associates have been urging him to run for office again. He has repeatedly stated that he is anxious to return to private life after having spent nearly a score of years as a member of both Houses of Congress.

Feenamint's Fall Plans

THE FALL broadcasting campaign for Health Products Corp., Newark (Feen-a-Mint), handled by the Wm. Esty Co., New York, which originally was announced as consisting of two quarter hour programs weekly, will, it is now decided, comprise one half hour program instead. The talent will comprise George Gershwin and Louis Katzman's orchestra of 28 men, program probably being heard through the NBC-WJZ network.

Radio's Extra Increment: Time Habit*

Broadcast Program Can Be Made Part of Public Schedule; Consistent Air Advertising Offers Advantage

THE POWERFUL factor of habit in everyone's life is apparent even in a child. Any advertiser who can induce the public to adopt his advertising as a part of its schedule of habits obviously has achieved the next best thing to immediate responses. CBS in this article points out with logic and reason that broadcasting has a distinct advantage over printed advertising in that it can fit itself into a man's daily life habits, both as to place and to time, just as evenly as his lunch or his morning shave.

A MAN wakes, restless, in the dark. Instinctively, he reaches toward the table at the side of his bed—his fingers, without faltering, lift the lid of a square box, remove a cigarette, carry it to his lips. The dark is briefly broken as he lights it.

He has done it before—soothed his nerves this way in the night. That box of cigarettes is always on that table. Its place is habitual. His reaching toward it is a habit. Remove that box from the table, and the habit is broken—the smoker must grope and search.

Your secretary writes the letter you have dictated. Her eyes follow her notes—her fingers spell the words without a glance at the keys.

She has done that before—over and over again. Her fingers have learned habits—because each key is always in the same *place*. Change the *place* of one key—and you will get misspelled letters for a week.

Place and Habits

A BUSINESS man walks from his apartment to his office. His mind is on the day's appointments. As he reaches a street corner, his eyes instinctively swing to the traffic light. Without looking down at the curb, he steps just six inches down from the sidewalk to the pavement—four inches up on the other side of the street.

He does this every morning, his moves are *instinctive*, because that corner—that traffic light—that curb—are always in the same *place*.

Change their place, move the light, lower or lift the curb and his *habit* will be broken—must be re-formed.

Place is a powerful factor in people's lives—in their habits.

There is another powerful factor in their lives and habits, a still more powerful factor—the factor of time.

The Force of Time

TIME makes one man hungry at 12 o'clock and another man hungry at 1—because the first man habitually lunches at 12, and the second lunches habitually at 1.

Time wakes one man at 6:30 in the morning, and lets another sleep until 8—because each has made a habit for years of rising at a certain hour.

Time makes a woman alert at 10:30 in the morning for the footsteps of the postman on the porch—because for years he has habitually arrived at that time.

Time makes people catch trains, punch clocks, meet friends—because time, in this country more than any other, dominates the daily, personal habits of 130,000,000 people.

Most advertising, printed or painted, exists in space. Only radio advertising exists in time. On this one basic distinction hinges another and still more important distinction—self-evident as soon as it is stated.

Space advertising, by its very nature, whether magazine or newspaper, cannot exploit, except feebly, the place habits of the public. Radio advertising, by its very nature, *can* exploit—powerfully, intimately and permanently—the time habits of the public.

You can buy preferred position on the back cover of every magazine in the country, and get *some* extra attention. But that position becomes only a place-habit for yourselves—it becomes no part of the habits of the public. You cannot make it comparable to the box of cigarettes on the table in the dark, or the fixed keys of a typewriter, or the familiar route to a daily destination. Nor can you make people *look* for your printed advertisements, eagerly, personally, regularly. Their contact with your advertising is, at best, accidental.

But you can buy a certain time on the air and make your radio program a vital, personal habit—animate and intimate—in the lives of millions of listeners. You can make it a habit almost as regular as the habit of hunger, the habit of walking, the habit of clock-punching and train-catching More than that, you can make your radio program a conscious habit, a pleasure-habit, in their lives. When you have done this, you have completed the contrast between time and space advertising. You have made people turn to your advertising *voluntarily*. You have made their contact with it regular instead of spasmodic. You have made it a *habit* instead of an accident.

About this business of "Habits": They take time to form. When formed, they are self-perpetuating. And when a radio program has been on the air long enough, and successfully enough, to have become a daily, personal listening-habit among millions of families, we submit that it is then a two-fold, or five-fold, or ten-fold better investment for its sponsor than it was when it started.

Bonus for Advertiser

THIS HABIT factor becomes a powerful bonus for the advertiser—a bonus which perhaps exceeds in value the original investment itself.

The advertiser's franchise upon a given period, on a certain night or nights, then becomes, in reality, a franchise on a segment of the lives of millions of consumers—a franchise on their attention and their interest in the intimacy of their own homes.

It is written in the record: The advertisers for whom radio has done the most powerful job of selling merchandise, plus the biggest job of broad institutional advertising, are those who have recognized the power of the *time-habit* in people's lives, who have recognized the value of a *franchise* on a given time on the air and the tremendous leverage which consistent, uninterrupted broadcasting has added to their advertising impact.

One of the clearest expressions of this factor which we have seen is quoted here from the text of a talk by Sayre M. Ramsdell, advertising manager of the Philco Radio & Television Corporation, before a meeting of 700 Philco distributors:

Franchise on Time

He said, in part:

I believe that one of the greatest advantages, and a unique advantage, which broadcasting offers, is a franchise on a certain time on a certain day. That advantage is multiplied five-fold in our program by broadcasting on five consecutive days of every week at the same hour, night after night, week after week, through a current total of 70 weeks. Can you think of any other strategy which an advertiser can employ, any gesture of promotion or publicity which he could make, which can compare with the simple and cumulative effect of having what amounts to a personal appointment in millions of homes at 7:45 every evening?

What I am trying to say is that I believe we have gotten double or triple the returns on every dollar we have invested in radio advertising, first, by

(*Continued on page 37*)

Those Perpetual Surveys . . . *From the New Yorker*

"Good morning, Madam, the J. Walter Thompson Company would like to know if you are happily married."

* Reprinted from the brochure titled *The Added Increment*, issued June 1 by The Columbia Broadcasting System.

'Stove Philosopher' Finds People Like Informality on Air

Strict Announcements Banned Yet Stove Trade Booms

By FRED FORREST
Forrest Stove Works, Los Angeles

I DON'T suppose that the average person would think, off-hand, that a stove man out in Southern California would find much use for radio. But my experience over a long period of years has been to the contrary. On Feb. 2 I started a series of 52 half-hour broadcasts on KECA as an evening program, handled by a Paul Winans, of the Advertising Arts Agency, Los Angeles.

During the last six years I have had similar series on at least six other Los Angeles stations, personally putting on more than 500 programs. More than half of these were one-hour programs. The result has been long and lasting. I found it unnecessary to stay on the air from June 3, 1933, till now. There was no advertising for more than seven months, but people kept coming into the store and buying on the strength of former broadcasts.

Cut Other Advertising

OUR ANNUAL business for the last fiscal year, though a trifle smaller in volume than usual, showed a larger profit on the ledger. And in the last three years I have cut out newspaper, billboard and other advertising. So I know the results have been entirely from the radio.

Our stove business is strictly retail. We sell new stoves, restore old ones and make up special jobs for ships, mansions, movie stars' homes, hotels and restaurants. We do a rental business with the motion picture companies in settings where a stove is required.

Six years ago we were spending a great deal of money in all types of advertising, as well as for radio broadcasts, without results. In fact, we were never able to trace a sale as a direct result from any one of the many broadcasts. I was just about fed up on broadcasting and stalked into the station. The announcer read my little 75-word "blurb" that I had written. It did not get across to me as a listener. It sounded cold and lifeless, dull and uninteresting. He became so incensed when I suggested that he tell it with a little color, enthusiasm and emotion, rather than just read it, that he told me to go ahead and read it myself.

Turns Announcer

"DO YOU mean it?" I asked. "Go ahead. Your hour is fast going by," he replied, and shoved the commercial announcement at me. "No, I don't need that stuff," I said, and without hesitating, stepped to the microphone and just talked as if I were making a little personal visit in a home.

When it was all over the owner of the station asked me what station I had been on before. He told me he thought my words carried conviction and weight, that they were a fine example of advertising without being too commercial. He was surprised when I told him that I had never before been in a studio.

Ever since I have done my own narrative, I have felt that the public is fed up on hotcha songs and sizzling dance tunes. Of course that is fine for those who want it, but there are many home-loving people who still like the old-time songs. My program is made up of old-time songs, sung by Emma Hirst, whom we call "Country Jane," who sings simple melodies.

The rest of the program I do myself as the "Stove Poker Philosopher." I don't prepare many notes in advance, but talk at random. Maybe this week I will talk about the weather and bring in something about the best kind of fuel. Perhaps next week it will be something about Admiral Byrd's explorations and, as an incidental thing, the kind of stoves he uses. Or it might be a story about the desert and, thrown in for good measure, how the nights are really cold in winter and the people need stoves and fuel. Most times I get in something about stoves, but not always.

People come from all parts of the west and chat about these radio talks, a goodly portion buy stoves, have repairs made or swap their old stove for a new one.

For Early Risers

A PARTICIPATING program that starts at 5:30 a. m. daily except Sundays and runs for 90 minutes is proving to be the biggest mail puller on KMOX, St. Louis. It is titled "Home Folks Hour" and is a variety program starting with the crow of a rooster and including a character known as "Aunt Sarah," a little old busybody. It started as a charity project last Christmas and has continued ever since.

L. B. Wilson and "L. B. Wilson"

WHEN the thoroughbreds go pounding down the stretch in the Kentucky Derby next May, it's likely that many a person connected with the radio industry will be cheering on a horse named for one of the country's best-known broadcasters, L. B. Wilson. For "L. B. Wilson," the horse, owned and trained by Roscoe Goose, is a likely starter in the historic race next year. He's a two-year-old and hasn't raced yet, but has shown so well in his trials that Goose is convinced he is real Derby caliber.

Wilson, president of WCKY, Cincinnati, is probably the only radio figure to have two race horses named for him. In addition to "L. B. Wilson," there's "Broadcaster," of the Laffoon and Yeiser stable, also trained by Roscoe Goose. Goose rode "Donerail" to victory in the Kentucky Derby of 1913, has been an intimate personal friend of Wilson for years. He has high hopes that his friend's namesake will carry the Goose colors to triumph in the 1935 Kentucky classic.

WBS Program Service Held Consistent With Official Transcription Rules

Commission Says It has Not Ruled Against 15-Minute Announcements; Attorney Gives Opinion

FEAR on the part of some broadcasters and advertisers that the newly instituted transcription program service of the World Broadcasting System might be in conflict with radio regulations relating to the announcement of transcribed programs was allayed in the disclosure by the Radio Commission June 10 that it has made no formal ruling on this subject that in any sense affects the WBS service. Nearly 100 stations now are using the two-hour WBS library, which soon will be expanded to meet demands of stations for a more comprehensive schedule.

Segal Renders Opinion

THE question arose from an exchange of correspondence between Herbert L. Pettey, Commission secretary, and George H. Field, having to do with the announcement of certain specific types of transcribed programs. This correspondence was published in full text in the June 1 issue of BROADCASTING.

Following receipt of inquiries from stations subscribing to the service by both the Commission and WBS, the matter was taken up with the Commission by Paul M. Segal, Washington attorney and counsel for WBS. Mr. Segal, after consulting the Commission, declared June 12 that the WBS service is such that the customary electrical transcription announcement need be made only at the beginning of each program and in no event less often than each 15 minutes. The contention of Mr. Field had been that announcements of "disjointed or unconnected numbers" had to be made before each particular selection.

Mr. Segal made the following statement after his discussion of the matter with the Comission:

"Under date of June 10, Herbert L. Pettey, Secretary of the Commission, wrote Station WDBJ of Roanoke, Va., as follows:

For your information the Comission has not made any ruling with reference to any specific transcriptions as to whether they violate the law, nor has it made any change in paragraph 176 of the Commission's rules. Furthermore, it has expressly refused to amend Paragraph 176 so as to include a specific interpretation for the reason that it does not consider this necessary as this paragraph is clear and unambiguous and needs no interpretation.

No Ruling Made

"IN MY OPINION, this is a direct statement that the Commission has not made a ruling with regard to transcription programs as might be erroneously inferred from the headline to a story in BROADCASTING of June 1.

"As Mr. Pettey has said, paragraph 176 of the regulations is clear and unambiguous. It definitely provides, in my opinion, that programs such as are currently being offered by the World Broadcasting System are to be announced as electrical transcriptions at the beginning of each program and in no event less often than each fifteen minutes. The regulations do not require that individual selections in the World Broadcasting System programs shall be separately announced as transcriptions.

"The letters of Mr. Pettey to George H. Field, calling for individual announcement of selections, relate to a type of program entirely different from that being offered by the World Broadcasting System. The interpretation referred to deals with disjointed and unconnected recordings not made part of a continuous program made exclusively for broadcast purposes and does not apply to selections which, as in the World Broadcasting System arrangement, are used in a continuous and correlated program."

Nadinola Test Series

NATIONAL TOILET Co., Paris, Tenn. (Nadinola Face Powder) on May 7 began testing a new 15-minute program thrice weekly on WOAI, San Antonio, titled "Love Letters in the Air." Program carries out the theme of a man seated alone in his apartment listening to the radio as he writes his love letters. It was devised by Harold B. Carr, WOAI production chief, and features Buster Bryan, baritone, and Revilo Locke, organist, with the voice of the letter writer unidentified. Account was placed by Roche, Williams & Cunnyngham, Chicago agency handling the account.

Brunton Operates Two

RALPH R. BRUNTON, manager of KJBS, San Francisco, assumed ownership and active management of KQW, San Jose, Cal., June 1. A regional chain between KJBS and KQW has been installed, permitting an interchange of programs, with studios in San Francisco, San Jose and Sacramento. This new hookup has been named the Northern California Broadcasting System.

AUTHORITY to move the 100-watt WKBZ from Ludington, Mich., to Muskegon, Mich., was granted by the Radio Commission June 1.

Building listening habits pays!

These WOR *Advertisers Prove It*

WOR'S LONG TERM ADVERTISERS

	1934	1933	1932	1931
Austin, Nichols & Co.	X	X	X	X
Borden's Ice Cream Co.	X	X		
Bristol-Myers Co.	X	X	X	
Crowell Publishing Co.	X	X	X	
Drezma, Inc.	X	X	X	X
P. Duff & Son	X	X		
General Baking Co.	X	X		
Sponsors of Dr. C. Houston Goudiss:				
J. W. Beardsley's Sons	X	X	X	X
Kraft-Phenix Co.	X	X	X	
E. E. Pritchard, Inc.	X	X	X	
Proctor & Gamble Co.	X	X	X	
Richardson & Robbins	X	X	X	
Greenwich Savings Bank	X	X	X	X
International Vitamin Corp.	X	X	X	X
Iodent Chemical Co.	X	X	X	
Koppers Gas & Coke Co.	X	X	X	
R. H. Macy & Co.	X	X	X	X
Maryland Pharmaceutical Co.	X	X	X	X
*Sponsors of McCann Pure Food Hour:				
American Molasses Co.	X	X	X	X
Borden's Farm Products Co.	X	X	X	X
Burnham & Morrell Co.	X	X	X	X
California Walnut Growers Ass'n.	X	X	X	X
Comet Rice Co.	X	X	X	
Dugan Bros.	X	X	X	X
Florida Citrus Exchange	X	X	X	
Hawaiian Pineapple Co.	X	X	X	X
Hill Bros.	X	X	X	
Kemp Bros. Packing Co.	X	X	X	X
Joseph Martinson	X	X	X	
Minnesota Valley Canning Co.	X	X	X	X
John G. Paton Co.	X	X	X	X
Richmond Chase Co.	X	X	X	X
Three-Minute Cereal Co.	X	X	X	X
Orbach's Affiliated Stores	X	X		X
Pioneer Ice Cream Brands	X	X	X	
Salada Tea Co.	X	X	X	
R. B. Semler, Inc. (Kreml Hair Tonic)	X	X	X	X
Stanco, Inc.	X	X		

*Many of these advertisers have been regular sponsors of the McCann Pure Food Hour for the past eight years.

WE submit that these smart advertisers would not renew their radio broadcast schedules over WOR year after year as they have been doing, except for the fact that they are getting results—definite sales results! (Nobody is advertising these days just to escape excess profit taxes!)

These WOR advertisers recognize the value of the regularity of a given time on the air as well as the great cumulative benefits of radio advertising continued on a regular schedule basis year after year.

WOR

1440 BROADWAY, NEW YORK CITY

BAMBERGER BROADCASTING SERVICE, INC. • NEWARK, NEW JERSEY

Chicago: Wm. G. Rambeau, 360 Michigan Ave. • Boston: James F. Fay, Statler Bldg.

Newspaper-Station Owners In Canada Protest Ad Curbs

Copyright Society Raises Rates on All Stations

By JAMES MONTAGNES

THE DOZEN or more newspaper owners of broadcasting stations in Canada want more advertising, not only in their newspapers, but also on their radio stations. The recently formed Canadian Newspaper Radio Association has asked the Parliamentary Committee investigating radio conditions in the Dominion to loosen up on advertising regulations. The present three minutes of advertising per hour is not sufficient for privately owned stations to make any money, nor to provide good programs, they contend. The association said that to discourage advertising can only result in poor programs, poor entertainment and a dissatisfied public.

The association regards it as illogical and impractical to impose any limit upon advertising content since conditions vary widely throughout Canada. It pointed out that Canadian stations are more or less blanketed by United States programs at given periods and must make up their revenue during periods when American stations are not being heard. Under present regulations of the Canadian Radio Commission pertaining to advertising, this is impossible. The association stated that present advertising regulations are definitely dangerous to the existence of privately owned stations.

* * *

NEW RATES were put into effect by the Canadian Performing Rights Society for all Canadian stations on June 1, but the stations protested and a petition has been filed by all Toronto and Radio Commission stations with the Secretary of State, Hon. C. H. Cahan, asking that an investigator be appointed to examine into the rights of the Society under the Canadian Copyright Act. The new rates tax stations from $4,710 to $15,000 a year, depending on the power of the station. Last year CFRB, a 10,000-watt station in Toronto, was taxed $4,000 by the Society. Now the rate is $15,000. Said Harry Sedgwick, managing director of CFRB: "They will have a hard fight in trying to tax my station $15,000."

A committee of Canadian broadcasters has been appointed to call on the Secretary of State. Harry Sedgwick, CFRB, Toronto; Victor George, CFCF, Montreal, and Col. Rene Landry, secretary of the Radio Commission, are included on the committee which represents nearly three-fourths of all Canadian stations. The broadcasters feel that under the Canadian Copyright Act they can ask for an investigator to be appointed to look into the rights of the Society, which claims to hold the copyrights on two million popular and classical musical selections. If the new rates are given official sanction, it is felt that many of the smaller Canadian stations will have to cease operation.

* * *

E. A. WEIR, former program director of the Canadian Radio Commission and the Canadian National Railways radio stations, was dismissed from the Commission because he sought to frame the policies of the Commission, Hector Charlesworth, chairman of the Commission, stated in Ottawa at the Parliamentary Committee hearings, in answer to Mr. Weir's charges that the Commission operated under chaotic conditions. Inefficiency, sullen attitude and deficiency of executive capacity were some of the reasons given in the 50-page typewritten brief submitted by the three radio commissioners in reply to the Weir charges. Lengthy memoranda, which took all day to write, long letters and similar items were given to show Mr. Weir's "deficiency in executive capacity." Mr. Weir is preparing a rebuttal to place before the committee.

"MIKE" RECEIVES
WNEW Attendants are Puzzled By Radio Phenomenon

AN ANNOUNCER at WNEW, Newark, thought that he had hallucinations recently when he heard the music of an orchestra actually emanating from a microphone in a studio. Investigations were immediately made and studio attaches were dumbfounded to find that there were no orchestras on the air or in rehearsal. Engineers discovered that by turning the head of the "mike" in either direction they could control the volume of the program.

Max Weiner, chief engineer at WNEW, then discovered that the broadcasts of the five metre experimental short-wave transmitter atop the Empire State Building was being picked up by the delicate condenser microphone, which acted as a receiver, and being "kicked" back to the control room speaker.

This strange radio phenomenon was also experienced by other broadcasting stations during the week. Engineers are delving further into this, the newest of radio puzzles.

Australian Newspapers Acquiring More Stations

NEWSPAPER ownership of broadcasting stations has been increasing in Australia, where two classes of stations are maintained—one operated by the government and one by private interests. The recent purchase of 4BK, Brisbane, according to reports from Australia, indicates the recent trend in the so-called B Class or private stations. The purchaser was the *Queensland Courier-Mail*.

Within the last few months, Associated Newspapers, Ltd., of Sydney, which controls the *Sydney Sun* and *Sydney Telegraph*, acquired half interest in 2UE. In Victoria the *Melbourne Herald*, part of the chain including the *Brisbane Courier-Mail*, owns 3DB, while the *Victoria Argus* owns part of 3UZ and the *Victoria Age* owns part of 3AW.

Advertiser Newspapers, Ltd., chief chain group of South Australia, owns 5AD, Adelaide, and 5PI, Port Pirie. West Australian newspapers, leading chain in the west, is owner of 6ML, Perth, and 6IX, Port Pirie.

In New Zealand, the *Aukland Herald*, a leading daily, has also secured a license for a 10 kw. station to be known as 1YA.

AUTHORITY to move the 100-watt WKBZ from Ludington, Mich., to Muskegon, Mich., was granted by the Radio Commission June 1.

Northwest Newspapers Buy Twin City Station

PURCHASE of WRHM, Minneapolis, jointly by the interests owning the *St. Paul Dispatch and Pioneer Press* and the *Minneapolis Tribune*, was confirmed June 11.

L. E. Owens, publisher, and W. F. Johns, general manager, of the St. Paul newspapers, were in Milwaukee and Chicago shortly after the purchase to engage personnel and study the operation of a broadcasting station. The partnership arrangement between the St. Paul and Minneapolis newspapers was undisclosed. It was learned the purchase price included $150,000 in cash plus annual payments for five years dependent upon gross. Representing the *Minneapolis Tribune* in the deal was F. E. Murphy, publisher.

Rumors that WRHM was purchased with an understanding with NBC for network service were denied by an NBC official. KSTP is the St. Paul-Minneapolis outlet for NBC programs, while WCCO is a wholly-owned CBS outlet there. The newspapers have several times sought to purchase KSTP but were unsuccessful.

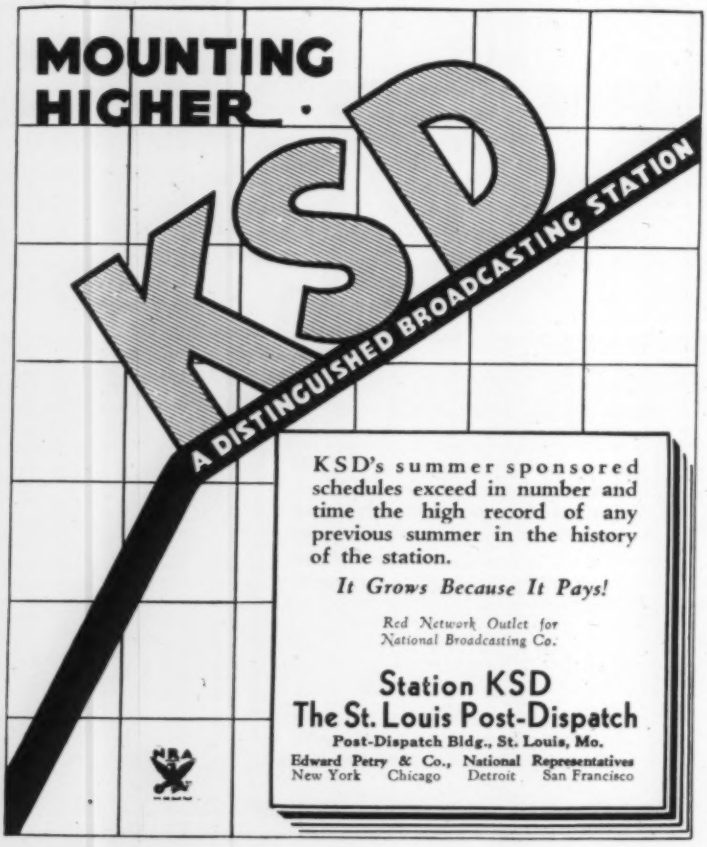
Radio News is Merged With Transradio Press; Another Signs Reuters

CHANGES in the radio news situation in the last fortnight occurred in the realignment of independent news gathering services to strengthen resistance against the publishers' attack and to eliminate wasteful and destructive competition between the services.

Transradio Press, 342 Madison Ave., New York, absorbed the Radio News Association. The former, headed by Herbert Moore, formerly with the CBS news bureau, began furnishing a 24-hour leased wire coverage to the Yankee Network. It also is servicing the Michigan Network. Among the subscribers furnished by RNA, which was founded as a cooperative association of stations, are KNX and KSTP. Stanley Hubbard, of the latter station, remains identified with the organization as director of sales and head of operations in the midwest.

Another development since June 1 was the signing of a contract with Reuters, Ltd., the world-wide British news service which is a counterpart of the Associated Press here, whereby the American Newscasting Association, headed by Arnold Kruckman and with headquarters in the Earle Bldg., Washington, will now furnish its subscribing stations with this service. This supplements the domestic service it offers. KFI, Los Angeles, is one of the leading subscribers to the Kruckman service, which recently changed its name from American Radio News Service in order to avoid confusion with the other newsgathering organizations having similar names.

Announcement was also made that the Press-Radio Bureau, which furnishes the two five-minute news flash periods daily to networks and subscribing stations under the recent radio-press "program," is now feeding the reports to nearly 50 stations west of the Rockies.


MOUNTING HIGHER
KSD
A DISTINGUISHED BROADCASTING STATION
KSD's summer sponsored schedules exceed in number and time the high record of any previous summer in the history of the station.
It Grows Because It Pays!
Red Network Outlet for National Broadcasting Co.
Station KSD
The St. Louis Post-Dispatch
Post-Dispatch Bldg., St. Louis, Mo.
Edward Petry & Co., National Representatives
New York Chicago Detroit San Francisco

Another "Little" Proof of DAYTIME audience!

53,000 Respond To Daytime Offer

Alka-Seltzer Test on WLS Reveals Mid-day Audience

By W. A. WADE
Wade Advertising Agency, Chicago

Mr. Wade

OVER 53,000 replies to three daytime announcements! When we decided to make a test of WLS daytime audience and responsiveness on behalf of our client, Dr. Miles Laboratories, Inc., Elkhart, Ind. (Alka-Seltzer), we suspected that returns would be great. But we were totally unprepared for the tens of thousands of requests that came pouring in.

A free picture of Uncle Ezra, the genial, be-whiskered old character in our 15-minute "Station E-Z-R-A" Alka-Seltzer program, was offered, and after the third announcement the situation became so serious that we were forced to announce over the air that additional requests could not be honored. Yet, at this writing, three weeks later, we are still receiving letters at the rate of 100 a day.

Reason for Test

THE OFFER to send Uncle Ezra's picture to anyone who would write for it was made on April 16, 18 and 20. The time was between 1 and 1:15 p. m.

The test came about in this way. Alka-Seltzer has used WLS for about three years with remarkable success. For the last eight months our client has sponsored 60 minutes of the WLS National Barn Dance on a coast-to-coast NBC network each Saturday night with very satisfactory results in increasing sales of Alka-Seltzer. Recently, it was decided to use a supplementary daytime radio program in the Chicago area. WLS was selected, beginning April 2.

Naturally, we wanted to know if a mid-day program had an adequate listening audience. The result leaves no room for doubt. Twenty-eight thousand responses, or over 50 per cent, came from Illinois; 10,000 came from Indiana, 9,000 from Wisconsin, 3,600 from Michigan and 1,400 from Iowa. Fifteen other states and Canada were represented.

Other Mail Responses

WHILE this is the largest mail response that WLS has ever produced for Alka-Seltzer, it is n[ot] the on'y large on[e] ... March, ... Sunda[y]

BROADCASTING MAGAZINE
June 1, 1934

Way back in the "dark ages" of broadcasting the theory prevailed that evening programs always captured the "cream" and the "bulk" of the audience, and if the advertiser had some extra money he might try a daytime program, too.

This theory has gradually gone the way of all disproven conjecture. In this enlightened age it is generally conceded that the *right daytime program* . . . on the *right station* . . . is, very often, the *right selection.*

WLS has done much to give advertisers a truer picture of the value of daytime broadcasting. WLS daytime programs consistently draw large mail responses, but what is more important, they show the advertiser *satisfying sales results!*

We have plenty of recent evidence to prove our point. Interested? Then write today for additional facts on "WLS daytime results."

P. S. And, of course, advertisers have always acknowledged the pulling power of WLS night-time programs. You've heard of the National Barn Dance, haven't you?

50,000 WATTS **WLS** 870 KILOCYCLES

The Prairie Farmer Station
1230 W. Washington Boulevard
CHICAGO

BURRIDGE D. BUTLER, *President* GLENN SNYDER, *Manager*
NEW YORK OFFICE—Graham A. Robertson, 250 Park Avenue

Engineers of WGN Affiliate With IBEW

THE ENGINEERING staff of WGN, Chicago, has become affiliated with the International Brotherhood of Electrical Workers, according to an announcement by the *Chicago Tribune* station. Joining Local No. 134 of the IBEW, which is affiliated with the American Federation of Labor, WGN becomes the second Chicago station to institute a union shop. Engineers of WCFL, operated by the Chicago Federation of Labor, already belong to the union.

The agreement, effective May 28, provides for a six-day week of not more than 48 hours as specified in the NRA code for the broadcasting industry. The contract runs until July 1, 1936, and will be automatically renewed annually unless negotiations are inaugurated 60 days prior to expiration. If no agreement is reached by conciliation, WGN and the union have provided that a new contract shall be drawn by arbitration. New technicians are to be selected from the members of the Chicago local.

In the event of differences between the station and union, when disagreements cannot be conciliated between the presidents or business managers of the organizations, the matter will be referred to a joint board of arbitration, two to be chosen by the station and two by the union, and an outside party should his services be necessary.

WNEW, Newark, is now signing off daily at 4 a. m., carrying night club features after midnight.

APPRAISAL OF TRANSCRIPTIONS*

Advantages and Disadvantages as Education Medium; Improvements in Quality Noted by Engineers

AN ELECTRICALLY transcribed program is one that is permanently recorded at a central program-producing point. Copies are made of the recorded program and distributed to outlet stations which thereafter transmit the program by radio at appropriate times. Such procedure is known as syndication of the record. The records may also be reproduced on an electric or merchanical reproducer such as a phonograph, without involving the element of radio transmission. This procedure may be followed in schools or other places where a broadcast of the program is not necessary.

The past year has seen several changes in the status of the electrically transcribed programs. First, the quality of the program has been substantially increased through the development and use of better recording and reproducing equipment. This increase in quality has done much to remove the unfavorable attitude once held by the public toward this form of program. In fact, it is doubtful if the public now distinguishes between the electrically transcribed program and an original broadcast.

*From the report on *Present and Impending Applications to Education of Radio and Allied Arts*, prepared by an advisory committee of 14 leading radio engineers, headed by Dr. Alfred N. Goldsmith, for The National Advisory Council on Radio in Education.

Second, the new equipment makes use of a recording process known as vertical recording. This system employs a new record which has far greater life, that is, a greater playing time per record, and is much less susceptible to damage or breakage. It is claimed to reduce "scratch" or ground noise.

Improved Quality

BETTER QUALITY has also resulted from the increase in skill and knowledge of the engineers in charge of recording in the studios. Use of electrical transcriptions has been further facilitated by the erection of recording studios in several strategic points throughout the country.

The equipment required in a broadcasting station for the utilization of electric transcriptions consists primarily of suitable turntables, provided in pairs to enable rapid changing over from one record to another, suitable electric transfer equipment, and volume control equipment. The normal station personnel have been found to be sufficiently skilled to handle such records.

It is believed that equipment can be constructed for school purposes which would permit the use of electrically transcribed programs on an electric phonograph at any desired time, under the direction of a member of the teaching staff. However, such equipment has not yet been made available.

It is to be noted that the production of electrical transcription records, if these are to have the desired high quality, is not a simple matter. In addition to the normal broadcasting studio operations, there are also a series of specialized recording operations and a number of mechanical and electric processes, which must be carried out before a high-quality master-record, such as is used for the pressing of the commercial records, becomes available. It is evident that such records will be best produced at central points where skilled personnel and special equipment have been assembled.

Comparatively simple methods of producing a limited number of records by an embossing process are in the development stage and may in the course of time lead to a simplified procedure for the production of small quantities of records for electric transcription purposes.

Advantages of Transcriptions

AMONG the advantages claimed for the electric transcription method of broadcasting are the folowing:

1. Flexibility in the constitution of a group of associated stations, in that stations utilizing such records are independent of the programs of other stations.
2. Avoidance of time differences where broadcasting at a given time (local time) is desired.
3. Increase in the number of stations which can handle a given program in view of the less stringent time requirements for such programs.
4. Reduction in cost of syndication when an extremely large number of stations are used as outlets.
5. Possibility of providing program for particular stations in certain sections of the country, which stations are either not on any existing network or which can be secured for a program of sectional interest only.
6. Ease in adapting the transmission time to the needs of the local school.
7. Possibility of repetition of important programs at a later date.
8. Possibility of hearing from records certain individuals who could not be heard directly from broadcasting stations.

Limitations on Programs

THERE IS a limitation of the electrically transcribed program which should be mentioned, namely, that it cannot be presented simultaneously with the original performance or rendition and should be recorded in advance of its radio presentation. While in many instances this is a matter of minor importance, there are certain events of historical significance or of special and absorbing interest which could not be recorded in advance but which may be recorded at the time that they occur and reproduced at will.

On Jan. 1, 1934, there were 10[illegible] stations using broadcast reproducing equipment for electrical transcriptions made by a prominent manufacturer. The actual number of stations equipped to broadcast such programs is probably double the figure given.

From the educational viewpoint, electrically transcribed programs are likely to be a factor of increasing importance during certain hours of the day, and in certain sections of the country. The study of their use is believed to be warranted by educators, particularly since the flexibility of their utilization adapts them to local needs and limitations.

Hearing Granted Four Applicants in New Band

THREE of the four applications now pending for wave lengths in the newly opened 1500-1600 kc. broadcasting band have been scheduled for hearing before the Radio Commission sitting en banc June 27. The newest application, not yet set for hearing, is from A. R. Montgomery, showman and operator of dancing schools in Findlay, Ohio, seeking 1 kw. on 1,530 kc. He lists assets of $100,000 and states he will build a 354-foot half-wave radiator.

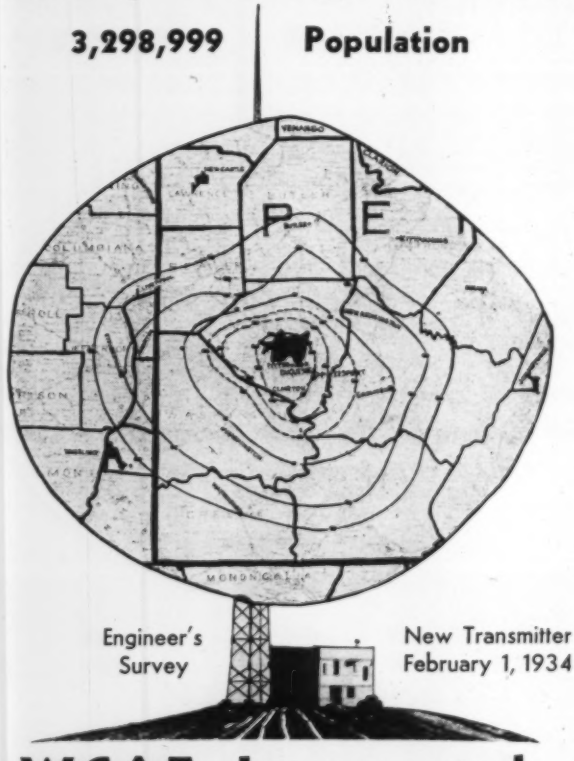
The applications to be heard June 27 are those of General Television Corp., Boston, 1 kw. on 1,570 kc.; D. E. Replogle, in "Boston area," 1 kw. on 1,570 kc., and Robert Lowell Burch, Salem Ore., 1 kw. on 1,530 kc. The last-named application was to have been heard in April, when the Commission heard six applications and granted four, but was continued at the applicant's request. The application of Roy W. Bushland for a 150-watt station on 1,530 kc. at Chippewa Falls, Wis., has been dropped by the applicant.

KOA Gets 50 Kw.

KOA, Denver, was granted a regular license to use the maximum power of 50,000 watts by the Radio Commission June 5. It had been testing with the high power for a fortnight, having formerly been licensed for 12,500 watts on the 830 kc. clear channel.

Primary Coverage Reaches

3,298,999 Population



Engineer's Survey

New Transmitter February 1, 1934

WCAE, Incorporated

PITTSBURGH, PA.

THOUSANDS of EXTRA LISTENERS for WCAU this SUMMER . . . .

55,000 more families in this area now own portable or automobile radio sets . . . purchased mainly for summer-time use.

Our "Circulation and Market Data" book will give you the complete story. Write for it if it's not on your desk.

WCAU PHILADELPHIA'S 50,000 WATT STATION

WOR to Resume Tests With Radio-Poll System

WOR, Newark, plans to resume tests before the end of June with its radio-voting system, developed by Dr. Nevil M. Hopkins of New York University. Model receiving sets equipped with the voting buttons have been built by the American Transformer Co., of Newark, and experiments with these are being undertaken.

Since the device operates by registering a change in the power load through sub-stations, it is important that the variations shown be large enough for the inevitable margin of error to be proportionately small. It is estimated that with 10,000 sets, all being voted, the accuracy of the poll result would be slightly better than 98 per cent, and it would increase as the number of voting sets increased.

Offers Water Cooler

MOUNTAIN Spring Water Co., Los Angeles distributors of bottled water, early in May started a test campaign on KTM, Los Angeles, with two 5-minute spots daily. Account was handled direct. Sponsors offered a water stand, cooler and five gallons of water free to listeners, providing they were not at that time using any brand of bottled water. The two daily announcements averaged 20 calls a day through May, according to George Martinson, station manager, and the campaign will be continued through June.

International News Photo

A Cop Wired for Sound

A PLAN by which "beat men" of the police department may be kept constantly tuned in with the police radio was presented by Chief Quinn of the San Francisco police in March.

Two tiny radio receiving sets—each weighing 2¾ pounds—were demonstrated to the chief by Roy Hunt and Ralph Gordon, Los Angeles inventors. The first is for a Sam Browne belt, the set and the batteries being carried on the belt and the antenna running up the shoulder straps. The receiver would hook to the cap and be constantly in place. The second type set would be carried under the coat. It was especially designed for plain clothes detectives.

NRA Hearing Set On Technician Pay

Code Authority Labor Report To be Debated June 20

FORMAL HEARING on the labor provisions of the NRA code for the broadcasting industry as they affect broadcast technicians will be held June 20 in Washington before NRA Deputy Administrator William P. Farnsworth. The hearing will involve the reports made by the Code Authority for the broadcasting industry on hours and wages of broadcast technicians. As the results of its survey, the Code Authority recommended to NRA that no changes be made in the present wage and hour scales. It is shown in the report, computed from data procured through questionnaires sent all stations, that since the code became effective last November employment of broadcast technicians has increased 11.9 per cent, that weekly hours of labor have been reduced 9.8 per cent and that weekly payrolls have increased 21.1 per cent.

NAB Supports Position

THE NAB, it is understood, will support the Code Authority view that the 48-hour week for broadcast technicians should be maintained, along with existing wage schedules. The Code Authority, in its report, held that it was confident that the improved conditions noted for broadcast technicians since the code became effective applied equally to all classes of employes in the broadcasting industry. "Any reduction in the hours of labor, or any increase in the wages paid," it said, "will oppress and eliminate small radio broadcasting enterprises and promote monopolies."

Presumably, data in answer to the Code Authority's conclusions will be presented at the formal hearing. Following the hearing a decision will be made, the NRA announced, "on whether to continue the labor provisions as they were approved Nov. 27, 1933, by the President, or what changes are necessary."

James W. Baldwin, executive officer of the Code Auuthority, notified stations in a special bulletin on June 6 that he will present for any member of the industry any factual statements pertinent to the hearing. He asked that such statements be in his hands not later than June 18.

Broadcaster Complains

NUMEROUS protests have been filed with the Code Authority and with NRA against the provision in the code (Article V, Paragraph 5) dealing with pay and hours in effect prior to the effective date of the code. This specifies that where on Nov. 1, 1933, any broadcaster paid wages in excess of the minimum provided for in the code, or worked such technicians a lesser number of hours than stipulated in the code, such higher wages and lesser hours "shall prevail as the minimum scale."

The complaint has been that stations which originally signed the so-called "blanket code" and immediately placed their employes on a 40-hour week could not take advantage of the 48-hour provision in the code as subsequently approved. In this connection, F. W. Borton, president of WQAM, Miami, on May 31, wrote Mr. Baldwin as follows, in part:

We believe the condition now existing to be one of the most unfair things that has occurred in connection with the NRA inasmuch as it imposes upon those who originally signed the blanket code the necessity of abiding by maximum hours and minimum wages specified therein, while those who did not sign immediately are permitted to work on the schedule provided for in the broadcasters' code. This situation penalized all those who were inclined to cooperate with the President, as against those who refused to do so, and did not sign the blanket code.

Broadcasts of Racing Results of Big Tracks Popular WJJD Feature

AN INNOVATION in sports broadcasting—the transmission of results of horse races at the country's four leading tracks—has been tried by WJJD, Chicago, with spontaneously favorable results from listeners, according to Ralph Atlass, president and general manager of the station.

Inaugurated on May 30, the program is broadcast from 2 to 5:30 p. m., local time, daily. Race results come direct to the station by leased wire printer service furnished by the General News Bureau. Results of the 28 races at the four leading tracks are broadcast immediately upon receipt. The program is interspersed with musical features and commercials.

In the nature of a participating commercial, the program at the outset was sponsored by Ford Motor Sales of Chicago, Plymouth and DeSoto distributors. It was placed through Schwimmer & Scott, Chicago agency. On June 15 the sponsorship was to be split with the National Distilling Co. (Mistletoe Gin) assuming half of the commercial credits. This account was placed by Van Peterson & Dunlap Associates.

Although several other Chicago stations broadcast play-by-play baseball games, the new racing feature—declared to be the only such program in the country—has won amazing response from listeners, according to Mr. Atlass. The first Saturday the program was on the air, he said the WJJD switchboard was swamped with calls from listeners for the most part expressing their appreciation of the program.

The feature is announced by Buell Patterson, former sports announcer of KYW, Chicago. The program idea was conceived by Art Linick, vice president of WJJD, Inc.

Ford Adds Transcriptions

ALL OF the Ford Motor Co. series on a nation-wide CBS network, featuring Fred Waring's Pennsylvanians twice weekly, have been recorded by World Broadcasting System through a direct wire from CBS studios. During the week of June 18 these recordings will begin to be spotted once weekly for a half hour on 11 additional American stations and many in South America. The transcriptions will continue to be made throughout the CBS series. N. W. Ayer & Son handles the account.

DO YOU WANT RESULTS?

. . . and in addition to delivering the Greater Louisville Market, WHAS also reaches millions of ready buyers throughout the Middle West . . .

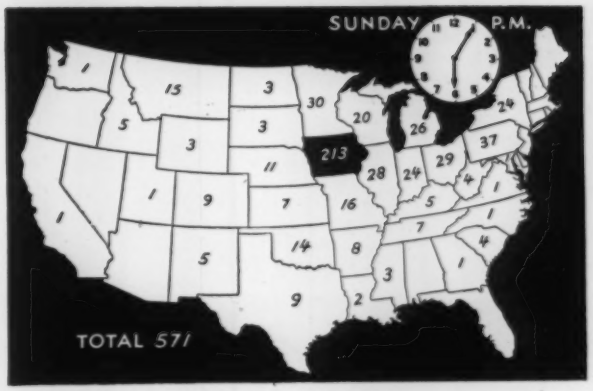
THESE ARE FACTS ABOUT THE GREATER LOUISVILLE MARKET
Department store sales have increased 42% in Louisville.
Louisville payrolls have increased 40% over last year.
The dollar value of Louisville building permits shows a 93% increase.
The agricultural income in the Louisville area has increased 20%.
THIS MARKET IS READY TO BUY YOUR PRODUCT!

Use this key Columbia station, owned and operated by The Courier-Journal and The Louisville Times, for efficient, economical coverage of the Middle West. . . .

50,000 WATTS **WHAS** 820 KILOCYCLES

REPRESENTED NATIONALLY BY EDWARD PETRY & CO.
New York Chicago Detroit San Francisco

To get a clearer picture of WOC-WHO coverage study these



SNAPSHOTS

OF MAIL RESPONSE TO SINGLE ANNOUNCEMENTS

MANY stations present impressive maps of mail pulled over a period of weeks or months.

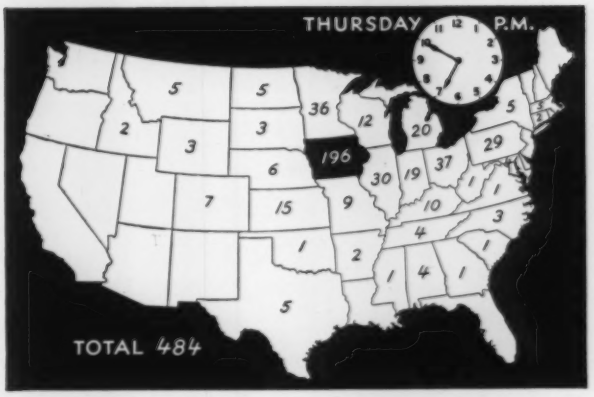
Occasionally mail pulled by a single hour or half hour program is worth featuring.

But each of the three maps on this page pictures the mail response to a single ONE-MINUTE ANNOUNCEMENT.

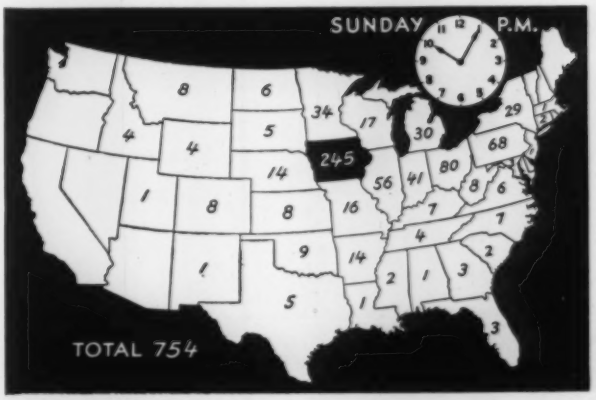
Hence, each map is a SNAPSHOT OF WOC-WHO COVERAGE.

Note that these announcements were made outside the peak hours of 7 to 10 p.m.—without supporting talent to build up the audience.

Result: The snapshots present an ultra-conservative picture of what WOC-WHO can do for the spot-radio advertiser who sponsors a program of his own, whether recorded on wax or built from the wide range of capable talent available at WOC-WHO.



These three maps show the mail response to one-minute recorded announcements on Chamberlain's Lotion, prepared by the Coolidge Advertising Company. The offer—a sample of Chamberlain's Lotion. The station—WOC-WHO, Des Moines



CENTRAL BROADCASTING CO.

Des Moines, Iowa

WOC-WHO

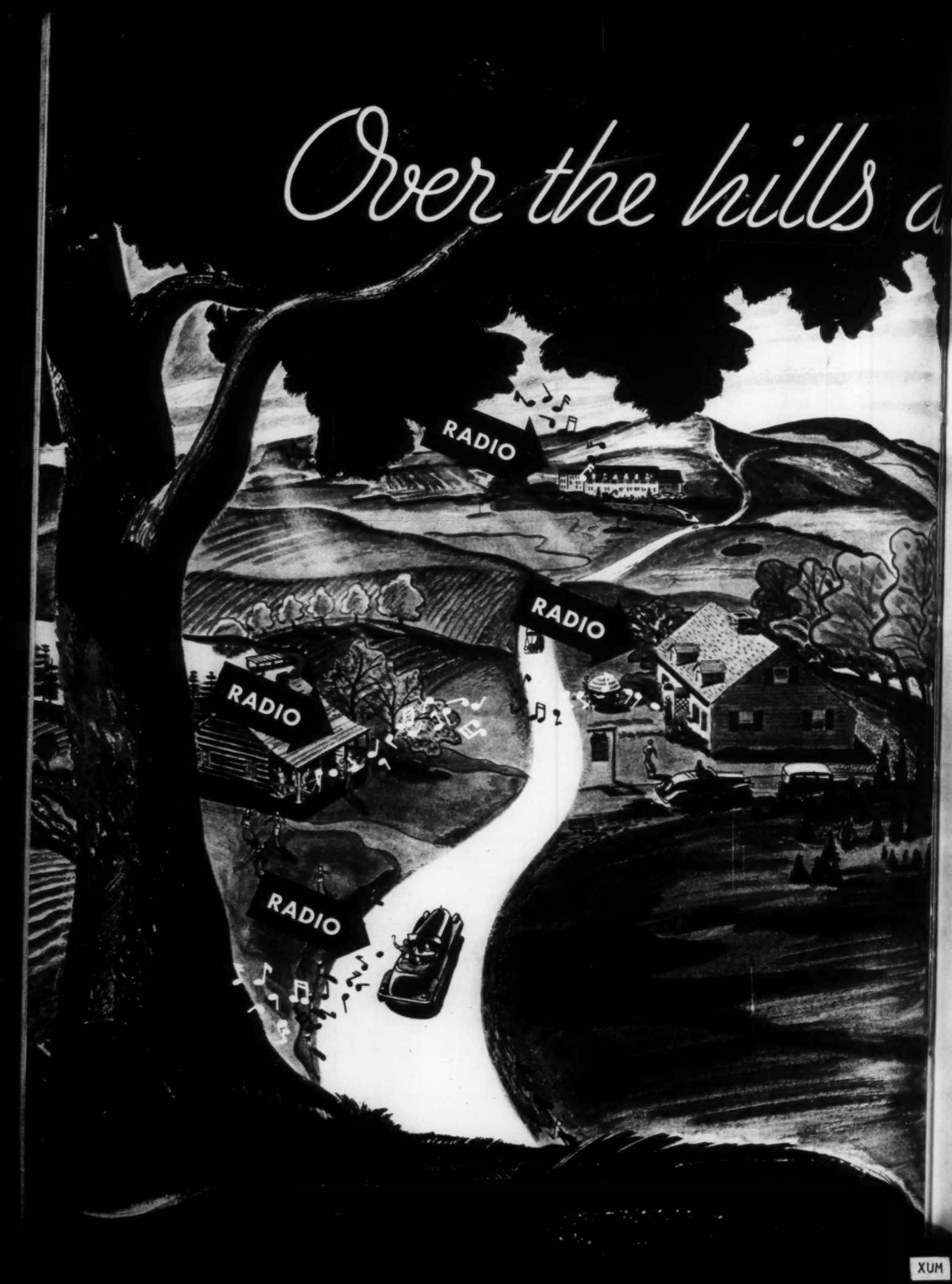
FULL-TIME, CLEARED-CHANNEL

50,000 WATTS

J. O. MALAND, *Manager*
Phone 3-4872

CHICAGO:
Free & Sleininger
180 N. Michigan Avenue
Phone FRA 6373

NEW YORK:
Free & Sleininger
Chrysler Building
Phone Murray Hill 2-3030


Over the hills a
RADIO
RADIO
RADIO
RADIO

nd far away?——

(FROM WHAT?)

...away from home and office...and even from reading matter...but not from radio!

Cats and Canaries — and even favorite authors...may all be left behind. But radio goes with the vacationist...or meets him when he gets there. It's part of the vacation: 8-out-of-10 listeners who go away this summer will remain in the radio audience. And the other 2-out-of-10 will be more than offset by the growth in radio ownership since January first. Net: a summer audience bigger than the "peak" audience of any previous winter.* Penetrated with maximum prestige and impact by Radio Sales Stations, key outlets of the world's largest Network — the Columbia Broadcasting System. These dominant stations command 12 major markets...accurately measured, mapped, audited — by Columbia's Research Department. And strikingly favored by leading industries whose contracts already placed for time on Radio Sales Stations — for summer 1934 — exceed last summer's record by gains that run as high as 1500%! Radio Sales, Inc. supplies a complete service for local and "spot" broadcasting over the major Columbia Broadcasting System stations listed below.

**See "First Nationwide Survey of the Summer Audience"...by the Columbia Broadcasting System.*

RADIO SALES, INC.

485 MADISON AVENUE, NEW YORK CITY · PHONE PLAZA 3-2520
410 NO. MICHIGAN AVENUE, CHICAGO · PHONE WHITEHALL 6000

WABC NEW YORK	WPG ATLANTIC CITY
WBBM CHICAGO	WFBL SYRACUSE
WKRC CINCINNATI	KMOX ST. LOUIS
WJSV WASHINGTON	KHJ LOS ANGELES
WBT CHARLOTTE	KGB SAN DIEGO
WCCO MINNEAPOLIS-ST. PAUL	KFRC SAN FRANCISCO

XUM

BROADCASTING
and
Broadcast Advertising

MARTIN CODEL, Publisher
SOL TAISHOFF, Editor
F. G. TAYLOR, Advertising Manager

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FCC: A Political Challenge

"CONGRESS has written a good communications law. If it is not a success it will be because of the personnel selected to administer it and not because of faults in the law."

In those words Senator Dill, co-author of the Communications Commission act, summed up his views. We do not agree that the law, as written, is ideal. But we do agree that the law will be just as good or as bad as the men who administer it.

President Roosevelt has indicated that the seven men who will initially serve as the new commissioners will be given recess appointments—or nominated after Congress adjourns. That is bad, because it will keep those men "on the spot" politically. Any animosity they arouse in the handling of the welter of demands that inevitably will be made after July 1, will be used against them. They will be subject to confirmation by the Senate at its next session which convenes in January, and it is notorious that Senators have been the most flagrant wielders of the "big stick" over the heads of the radio commissioners in the past.

This new agency has a big job. Its functions cover a group of industries unusually close to the people, such as broadcasting and the telephones, telegraphs and cables. By the same token, these industries are looked upon with jealous eyes by politicians because of their vote-rousing possibilities.

President Roosevelt should go slowly in selecting the men who will make up the new Commission. He should take cognizance of the fact that certain members of the present Radio Commission, because of their experience, are qualified for the new agency. He should avoid overloading the new Commission with men who are avowedly government-ownership proponents. And, most important, it is to be hoped that political considerations will be minimized in organizing the new agency, from lowliest clerk to chairman.

This Coverage Issue

WHENEVER a group of advertisers or agency people assemble in solemn convention, they usually harp about "radio circulation" and the need for a more adequate "yardstick." They say they want something equivalent to the A.B.C. records provided by printed media. That is what the Association of National Advertisers did at its meeting in Chicago this month.

With all due respect to these groups, we would like to make a few observations about "radio circulation." More and more stations are providing coverage surveys to advertisers and agencies. These show the area in which a particular station can be heard consistently. Very adequate figures are available as to the number of receiving sets in every state, city and town in the country. Then there are the *result* records of the stations for their clients.

Newspapers and magazines certify their paid circulation. Stations certify their primary and secondary coverage. The newspapers cannot guarantee that every subscriber reads a given page on which an advertiser's copy appears. Nor can the station guarantee that all of the sets in its service area are tuned in to the advertiser's particular program.

Advertisers and agencies should learn more about the mechanics of broadcasting. When they acquire a knowledge of broadcasting coverage statistics, they will find that they furnish just as complete information in the broadcasting field as do the circulations figures in the field of printed media. The broadcasting industry would welcome more definite suggestions from clients as to what they might do to provide a more comprehensive circulation yardstick.

Department Stores

A CLASS of advertising that naturally belongs on the radio, offering manifold possibilities for programming and merchandising because of the very nature of the business, is department store advertising. Yet, as Mrs. Fitzgerald points out in her article in this issue, the average large department store spends $73 for newspaper space to every $1 for radio time! Here is a poser for the radio salesman. No better advice on how to get department stores interested in radio has ever been offered, to our minds, than Mrs. Fitzgerald's. Her words are the more forceful when you consider that she is herself the advertising manager of a great western store.

We have published story after story recounting the successful use of radio by department stores. So great has been the demand for back copies containing these stories and reprints, that our supply has all but been exhausted. From many stations, agencies, and store executives we have had gratifying reports that these stories have sometimes proved to be final clincher arguments in breaking down the curious resistance to radio that has prevailed among most department stores. We shall continue carrying such stories as we learn of them. In the meantime, to our numerous agency and station friends seeking such information we commend the highly valuable study of department store advertising, prepared for the NBC local sales division by William C. Roux, of the NBC New York staff.

The RADIO BOOK SHELF

ECONOMIC data on the Eastern Rocky Mountain region are analyzed in a report just published by the Rocky Mountain Research Council, Boulder, Colo., based largely on an unpublished study prepared by the U. S. Department of Commerce. The Commerce Department study was prepared under the title "Market Guide to the West Mid-Continent," but the study as published bears the title "A Survey of Economic Data of the Eastern Rocky Mountain Region."

Described as "the most comprehensive collection of the latest data on this region's business yet assembled," it analyzes the available information on production, distribution and topography, as they relate to business and income." For purposes of this analysis, the Eastern Rocky Mountain Region is defined to include the State of Colorado, most of New Mexico and Wyoming, and small portions of Arizona, Utah, South Dakota, Nebraska and Kansas. Much of the information is presented on the basis of the area as a whole, so that the reader is provided a new tool for gauging the business possibilities of this area as an economic unit.

Trade-area maps are included which show the various sub-area boundaries, the available transportation facilities, population density, topography, average temperature, and precipitation. The principle sources of income, such as the recreation and tourist industry, sugar beet production, gold and silver and other mineral production are analyzed on the basis of recent statistics. As an aid to the development of sales quotas, a series of bar charts is presented showing 1920 and 1929 employment by principal types of business in each of the 20 sub-areas of the region.

An appendix gives a discussion of the sources of information used in the study and of the sources of current business information which may be useful to business men, especially in the advertising fields. Copies of the report (172 pp. mimeographed) are available for 75 cents each from the University of Colorado Extension Division, Boulder, Colo.

A NON-TECHNICAL guide for the thousands—perhaps millions—who aspire to go on the air is offered in *So-o-o-o You're Going on the Air!* by Robert West, director of the Radio Art Guild of America and associate member of the Society for the Study of Expression (Rodin Publishing Co., 200 W. 57th St., New York). The book contains samples of radio comedy and drama scripts, opinion of leading radio editors, and a criticism of faulty radio speech and its influence on sales reactions, particularly for announcers. Mark Hellinger and Fred Allen are contributors.

A NEW bibliography of the literature of broadcasting, listing the books devoted to broadcasting, books containing chapters on radio, the radio magazines and periodicals containing radio sections, British publications and the publications of CBS and NBC, has been prepared in mimeograph form by John Karol, market research director.

We Pay Our Respects To—

LESTER ARTHUR BENSON

IT WAS ONLY in comparatively recent months that folks in the business of broadcasting began to realize that a station's popularity and public service is measured in other things besides the watts it catapults into the ether. One reason for the blasting of that theory is WIL, St. Louis 100-watter, and its president and general manager, Lester Arthur Benson.

Without a network affiliation, WIL has established itself as a distinguished station even among its higher power neighbors. Indeed, its power classifications has not been a deterrent. Calling itself the "Biggest Little Station in the Nation," its record of public service and its business seem to bear out the ambitious claim made in that slogan. Some $40,000 a year is spent for local musical and entertainment talent alone. Its gross business compares very favorably with not a few clear channel stations.

Responsible for this phenomenal development is "Eddie" Benson, a radio pioneer who has been identified with broadcasting in St. Louis since its inception. A dozen years ago he placed St. Louis's first commercial station on the air. Subsequently he established three others. He proved the practicability of broadcasting two ways from a moving automobile—the forerunner of the police radio services of today. He originated play-by-play broadcasts of baseball games in St. Louis, and announced the first blow-by-blow account of a prize-fight in that city.

But "Eddie" Benson's proudest achievement in radio came on the night of Nov. 6, 1920, when he broadcast the Harding-Cox election returns over his improvised transmitter from the basement of his home. It was on the same evening that KDKA, Pittsburgh, went on the air with the first regularly scheduled broadcast, remaining on the air continuously since and thus winning the distinction of being the world's first permanent broadcasting station.

A native Missourian, "Eddie" Benson was born on Feb. 6, 1900. He was in his 'teens when he first became interested in "wireless." Like so many other executives in radio today, he began as a "ham." His first experiments in wireless telegraphy began at the age of 14. At 15 he had constructed an amateur spark station. Anxious to broaden his knowledge, he entered Washington University in 1916 to study electrical engineering.

The following year found young Benson, a stripling of 17, as a Marconi wireless operator on the vessel *Arizona*, a passenger steamer on Lake Michigan. This experience, however, was terminated in a few months when he enlisted in the army at the outset of the World War. Despite his youth, he soon became an instructor at Camp Pike, eventually being commissioned a first lieutenant.

The end of the war was really the beginning of "Eddie's" broadcasting career. Upon his return to St. Louis he launched the Benwood Radio Co., a radio parts and service store. It was here that he built his first broadcast transmitter and put it into service on intermittent schedule. The success of his experimental programs attracted wide attention.

Twelve years ago he placed WEB on the air as a commercial station. Subsequently, this station was moved to more commodious quarters in his radio store, and the call letters WIL were acquired. The station has been on the air continuously since 1922.

Both KSD, operated by the *St. Louis Post-Dispatch*, and KWK, in St. Louis, can trace their origin to "Eddie Benson." In 1920, the *Post-Dispatch* commissioned him to build a transmitter at the newspaper plant. This station was started with the transmitter he built and operated experimentally in 1922. Two years later he built the transmitter of KFVE, St. Louis, later disposing of it to the late Thomas Patrick Convey, who changed its call to KWK.

Mr. Benson has been married since 1924, and has a daughter, Leslyn Anne, now 3½ years old. A lover of the outdoors, his hobbies are fishing and hunting. He is an expert rifle shot and frequently hunts deer, turkey and quail with great success.

PERSONAL NOTES

GEORGE E. ZIMMERMAN, former manager of KPRC, Houston, has joined the station relations staff of NBC in New York, Donald Withycomb, station relations manager, announced June 1. Mr. Zimmerman, besides being the founder of KPRC, organized and managed WFAA, Dallas, and KFVM, Beaumont, Tex., joining KPRC in 1925.

JANE PORTER, who formerly handled the "Shoppers' Radio Service" over 38 middle western radio stations for the Corbett Advertising Co., has joined KMOX, St. Louis, as director of the "KMOX Magic Kitchen," which now has the following sponsors: Pevely Dairy Co., St. Louis; Sieloff Packing Co., St. Louis; National Cherry Ass'n, Chicago; John Morrell Co., Ottumwa, Ia.; and Valier-Spies Milling Co., St. Louis.

SAMMY BERNARD BROWN, formerly of the announcing staffs of WRC, WMAL, and WJSV, Washington, has joined the sales staff of WDBJ, Roanoke, Va.

JOHN H. DODGE, formerly with Washington newspapers, has joined the sales staff of WRC and WMAL, Washington.

JACK FOSTER, former radio editor and feature editor of the New York *World-Telegram*, returned to New York June 2 from North Carolina, where he recuperated from a long illness. He was greeted at the station by a group of associates and friends in radio.

GEORGE L. MOSKOVICS, formerly of KFAC, and R. C. Lockman, formerly with KHJ, both joined the sales staff of KNX, Hollywood, the middle of June.

D. CARTER, formerly assistant to the publicity director at the Paramount Publix Long Island studios, and more recently with Universal Pictures, has joined the CBS publicity staff in New York, on the night shift. He is a graduate of Ohio State University.

CARLTON COVNEY has been appointed sales manager of the Northern California Broadcasting System, the new hook-up of KJBS, San Francisco, and KQW, San Jose, formed after Ralph Brunton's purchase of KQW. Other personnel named by Mr. Brunton includes: H. O. Fieberg, KJBS sales manager; J. Clarence Myers, agricultural director; Sam Melnicoe, KQW studio manager in San Jose, and Ed Murphy, publicity.

C. W. MYERS, president of KOIN, Portland, Ore., has returned from an eastern trip, during which he attended the NAB board meeting and arranged for the release of several new KOIN programs to the CBS network. KOIN at present originates "Oregon on Parade" and "Your Mother and Mine" for CBS.

DON LEE, head of the Don Lee Network, visited KFRC, San Francisco, the latter part of May for an inspection and conferences with Harrison Holliway and Fred Pabst. At his suggestion, a production bureau was organized, with all department heads and producers sitting in on morning meetings anent programs and ideas.

HANK RICHARDS, formerly program director of KMOX, St. Louis, has been appointed manager of WIND, Gary, Ind., according to an announcement by Ralph L. Atlass, operator of the station. He succeeds George Jaspert, resigned.

FREDERICK R. HUBER, director, WBAL, Baltimore, spoke at the recent CWA dinner in the Greenwich Music School, New York, on "Municipal Music." Mr. Huber is Baltimore's municipal director of music.

JOHN KAROL, director of marketing and research for CBS, arrived in Los Angeles the last week in May for a vacation trip of one month to six weeks.

CHARLES O. CHATTERTON, assistant business manager of the *Portland Oregonian* in charge of KGW and KEX, and Harold C. Singleton, chief engineer, went to New York and Washington the first two weeks in June. In New York they conferred with Richard C. Patterson, Jr., NBC executive vice president, and in Washington they attended a hearing before the Radio Commission.

WILLIAM V. RAY, assistant manager of KFWB, Hollywood, has become engaged to Virginia Dabney, young screen actress.

PETER DeLIMA, manager of the artists bureau for the Don Lee coast chain, was painfully injured in June when his car skidded and overturned on the road while traveling from San Francisco to Los Angeles.

CHARLES F. MAGUIRE, national advertising manager of the *Los Angeles Herald-Express* and former president of the Los Angeles Advertising Club, has been named radio coordination director for that Hearst newspaper, which has had a KFAC affiliation for the last two years.

A. J. KENDRICK, vice president of World Broadcasting System, in charge of its Chicago offices, was married in Chicago June 2.

ED HANNAN, formerly of KGHI, KARK and KLRA, Little Rock, Ark., has joined the sales and announcing staff of WREC, Memphis. Franklin R. Wintker, formerly of stations in Chicago and the middle west, and recently of WNBR, has also joined the staff of WREC as announcer and commercial representative.

FREEMAN LANG, Hollywood transcription producer, was voted a resolution and engraved award by the Los Angeles Breakfast Club in May for rescuing the party of Gov. Griswold, of Nevada, whose yachting party was lost at sea until found by Mr. Lang aboard his power cruiser *Deirdre*.

WILLIS O. COOPER, head of the Chicago NBC continuity department, made a trip to Texas in June to confer with officials of the Crazy Water Hotel Co., Mineral Wells, Tex., on their radio program.

FRANK E. MULLEN, NBC director of agriculture at Chicago, made a tour in the drought area during early June studying conditions.

BEHIND THE MICROPHONE

WILLARD WARREN, sales promotion manager of KOMO-KJR, Seattle, has been appointed head of the program department of the stations, according to announcement by Birt Fisher, manager.

SIDNEY TEN EYCK, former WLW and NBC announcer, has returned to WCKY, Cincinnati, as morning announcer. He began his radio career at WCKY several years ago, later becoming well-known for his "Doodlesockers" program over WLW. Russell Hodges, former morning announcer at WCKY, Cincinnati, has resigned to become sports announcer at WHBF, Rock Island, Ill.

M. I. HULL, until recently control operator at WDOD, Chattanooga, Tenn., has joined the production department of WOPI, Bristol, Tenn.

PHILIP IRWIN, recently of the cast of Ned Lynch players at the American theater in Portland, Oreg., has been added to the KGW-KEX staff of announcers.

DAVID RUBINOFF, in Los Angeles for 22 weeks on the Chase & Sanborn NBC program, has opened offices on the eleventh floor of the Beaux Arts Building with his brother, Phil, as business manager.

MARTIN WICKETT, formerly with WAAW, Omaha, KFAB, Lincoln, Neb., and WLOE, Boston, has been appointed musical director of KMOX, St. Louis.

XUM

ANNOUNCERS added to the NBC staff in New York are: Nelson Case, transferred from the San Francisco office; Donald Lowe, from Washington, and George Ansbro, Jr., who had been working previously as a member of the staff of guides and pages in Radio City.

PAUL WING, known to listeners as "The Story Man," has joined the staff of NBC in New York as a producer.

TOM PROBERT, announcer, on June 12 was promoted to head of the production department of WNEW, Newark.

BILL HAY, NBC announcer of "Amos and Andy" and "The Goldbergs," and Mrs. Hay are on a vacation trip in Victoria, British Columbia.

ROBERT I. WILDER has resigned from the position of manager of the program department of WOR, New York, where he worked under Lewis Read, general director of program activities.

GILBERT McCLELLAND, formerly with the promotion department of the Century of Progress Exposition, has been added to the Chicago NBC press department.

CHARLES ADELL has been transferred to the junior production staff of the Chicago NBC division following the abandonment of the traffic department.

MISS JUDITH DEMPSEY has been made secretary to Kenneth Carpenter, sales manager of the NBC Chicago division.

CLYDE MORSE, program director of WHAM, Rochester, resigns June 22 to devote his time to concert piano work and teaching. No successor has yet been named. Frank W. Kelly, publicity manager of WHAM, is doing sound track comment for Hearst's newsreel releases in Rochester.

GEORGE NEW, newcomer to radio, has been added to the announcing staff of KMTR, Hollywood.

G. W. BARTLETT, former program editor for CBS in Chicago, in June arrived in Hollywood to write comedy script for the films. Carl A. Buss, formerly script writer for NBC in Chicago, also arrived in Hollywood during June to write script for Paramount.

SHANNON ALLEN, formerly with WMMN, Fairmont, W. Va., and lately conducting his own continuity service in Washington, has joined the production staff of WRC and WMAL, Washington.

HERBERT KOCH, staff organist of WHAS, Louisville, was commissioned a Kentucky Colonel by Gov. Laffoon early in June. Happy Jack Turner, also heard on WHAS, also holds the commission.

JOHN PAGE, chief announcer at KMTR, Hollywood, on June 1 became program director of the station. He will also be heard on the air as a singer under the name of David Carlyle.

GLADYS THORNTON, actress, reader, lecturer, and advance publicity woman, has been chosen by R. L. Ferguson, director of WINS, as the new Musical Clock Girl. She formerly was on the dramatic staff of WLW, Cincinnati, is the author of "The Dixie Tea Room" sketches of WOR, and has appeared over WBC and CBS.

GEORGE FISCHER, publicity director and special events announcer for KFWB, Hollywood, on June 1 obtained a marriage license to wed Margot Yoder, concert pianist.

WILT GUNZENDORFER, long an orchestra leader in San Francisco, has joined the Thomas Lee artists bureau at KFRC as aid to Ellis Levy, manager.

GENE LLEWELLYN, staff pianist at WCAE, Pittsburgh, and Howard Price, WCAE tenor, were married June 9 in Pittsburgh.

KFDM

"The Voice of the Sabine District"

Remote Control Studios: Port Arthur, Orange, Texas and Lake Charles, Louisiana

We do not sell the use of our facilities based on the maximum physical coverage, but upon the trade territory in which we predominate.

No one advertising medium within itself will produce maximum results. Write for details as to merchandising support in cooperation with the manufacturer, wholesaler, and retailer. Such service includes personal contact with the retailer through the cooperation of the wholesaler, window displays, and personal letters to all the retail trade.

The Sabine District covering Southeast Texas and Southwest Louisiana is rapidly becoming one of the Gulf Coast's leading industrial centers, and is now one of the brightest spots on the map.

There are some things we must KNOW. We can and will increase the distribution of any product of merit. Submit through your advertising agency your method of distribution, and we will submit a plan of cooperation in keeping with your policy of doing business.

SABINE BROADCASTING CO., INC.

P. O. BOX 2950

BEAUMONT, TEXAS

KPO'S MAN POWER—This is the transmitter personnel of the San Francisco station. Left to right: R. W. Clark, assistant station engineer, F. L. Barron, C. D. Peck, station engineer, W. D. Kellogg, O. H. Brown, W. H. McAuley, E. A. Poage and A. O. Dingle.

HERMAN FELBER, Jr., conductor of the WLS studio ensemble, has accepted an engagement as concert master of the Kalamazoo, Mich., symphony orchestra during the 1934-35 season. He will continue his WLS engagements.

JOE EATON, who came to WHAS, Louisville, from WOW, Omaha, five years ago, on June 1 was promoted from studio director and chief announcer to program director of WHAS. He succeeds George Wiederhold. Peter Monroe, staff announcer, has been promoted to Mr. Eaton's former position.

HARRY JAMES has become director of public relations for Radio Release, Ltd., Hollywood transcription producers. He was once manager of KELW, Burbank, Calif., and later of KDB, Santa Barbara.

NATHAN ABAS, formerly with NBC in San Francisco, has moved to Los Angeles and will form a concert quartet. He has been violinist and leader of an instrument quartet for NBC for several years.

TED MYERS, in radio drama work for some time, has been appointed to the announcing staff of KFAC, Los Angeles.

EDWARD J. LORD, former announcer of WORC, Worcester, has joined the announcing staff of WEEI, Boston. He was succeeded by Arthur S. Hall, formerly with various Boston stations.

E. O. VAN PELT, who announced the original Wampas film star programs as guest announcer 10 years ago over the old KWH, Los Angeles, has returned to the air over KMPC, Beverly Hills, with a program of M-G-M stars. He now heads the radio activities for the M-G-M studios at Culver City.

ABE BERCOVITZ, director of music for KEX and KGW, Portland, Oreg., celebrated his tenth anniversary with KGW May 25 with a special half-hour concert. He played some of the musical numbers he played on his first KGW program in 1924.

ROBERT BOWMAN resigned as assistant production manager of KFRC, San Francisco, on June 1, and left immediately for the east. Harold Helveston, drama director at Stanford University, has succeeded him, and Austin Peterson has been assigned to production duties.

C. Francis Jenkins

DR. C. FRANCIS JENKINS, inventor of a visual radio system which he called radiovision, died at his home in Washington June 6. He was 67 years old, and had been in ill health for nearly three years. Besides his widow, Dr. Jenkins is survived by his father and two brothers, all residing in Richmond, Ind. He was the inventor of a television system which he sold in 1928 to the Jenkins Television Corp., then a subsidary of the De-Forest Radio Co., for $250,000 cash and stock valued at millions. Holding an honorary degree from Earlham College, he was also honored with two gold medal awards from the Franklin Institute.

IN THE CONTROL ROOM

THE DETROIT office, division of field operations, Federal Radio Commission, on June 1 moved to the tenth floor of the new Federal Building in that city. Frank M. Kratokvil is the inspector in charge.

J. B. EPPERSON, chief engineer of KNOX, Knoxville, is author of an article on "The Operation of Mercury Vapor Rectifying Tubes" in the May issue of *Broadcast News*, published by RCA Victor Co.

ROBERT S. MINER and Fred Edwards have joined the engineering staff of WTIC, Hartford.

C. L. MILLER, formerly chief engineer of KRGV, Harlingen, Tex., has joined the technical staff of KPRC, Houston. Olin Brown, formerly with KPRC, has joined WFAA, Dallas.

LOUIS J. LINK, engineer of WSUN, St. Petersburg, Fla., has been appointed technical advisor of the city police department, which has just installed a new police radio station.

CALVIN SMITH, manager and chief engineer of KFAC-KFVD, Los Angeles, has built an amateur station, W6BRD.

S. T. CARTER, formerly of the engineering staff of WTAR, Norfolk, Va., has become chief engineer of WOPI, Bristol, Tenn. Ted Woodward has returned to the engineering and announcing staff of WOPI after an absence of nearly two years, during which time he was general manager of WJEJ, Hagerstown, Md.

ROLAND HALE has been appointed chief engineer of WORC, Worcester, Mass., succeeding Francis J. Driscoll, who recently resigned to become chief engineer of the new Worcester police broadcasting station.

HAROLD YATES, engineer on the staff of NBC in Washington, will be married June 30 to Miss Mabel Virginia Nicholson, of Washington. They will spend a two weeks' honeymoon in Atlantic City and New York.

LOUIS WEBER, engineer of WMCA, New York, was married June 20 to Dorothy M. Woolman, of New York. Chief Operator James McCaffery, of WMCA, was one of the ushers at the wedding, which took place in the Church of the Advocate, New York.

RAY H. KREMER, member of the sound effects staff of the Chicago NBC studios, has resigned and will take a position with WJIM, new Lansing, Mich., station.

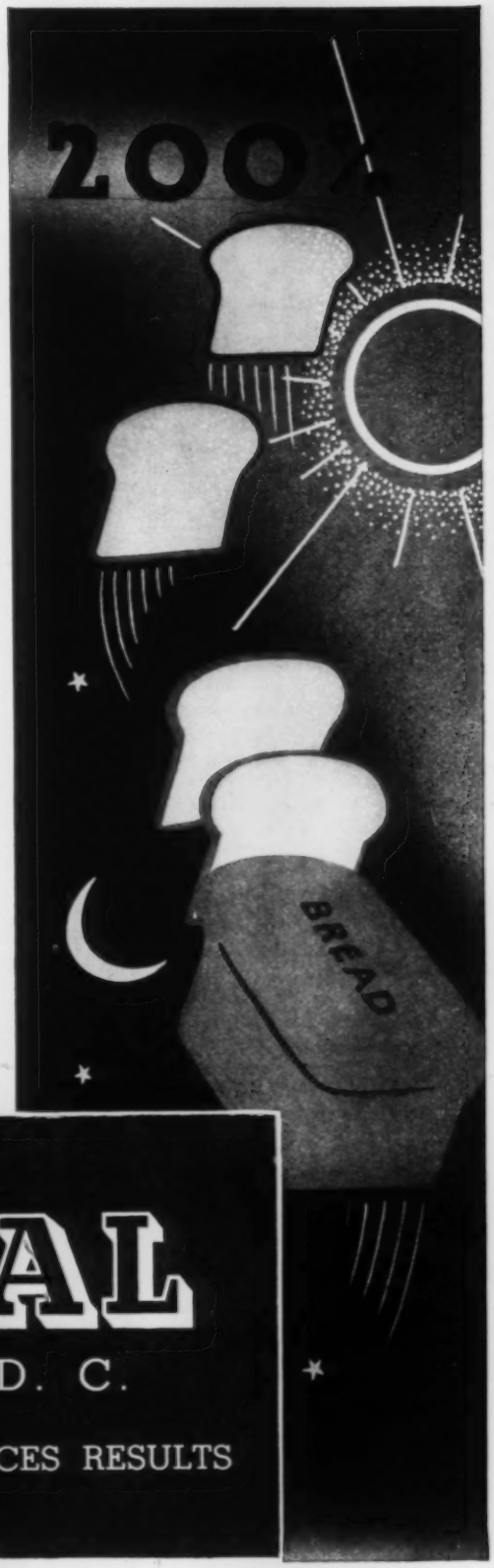
R. A. LIMBERG, Chicago NBC studio engineer, and Mrs. Limberg are parents of a daughter, born May 17.

BIRDSALL HOLLY, field engineer of WHAM, Rochester, played his own grandfather in a radio drama of the invention of district steam heating sponsored by Rochester Gas and Electric Corp., at the recent convention of National District Heating Association. The elder Holly discovered the possibility of transporting steam heat to remote points in 1877.

JAMES FRENCH joined the technical staff of KMTR, Hollywood, the middle of June.

BREAD SALES JUMP 200%

Show steady increase since first broadcast



WRC and WMAL, the two NBC stations in Washington, D. C., are proving "breadwinners" for a large local bakery. This advertiser, using both of these stations for over four years, recently put the stations to a test. Seven months ago five evening programs over WMAL and seven daytime programs over WRC began featuring a well-known bread loaf made by the company. The response by listeners was immediate and tremendous. Beginning with the first week, sales of this item started to climb and today, seven months later, the increase totals over 200%. In addition these two stations have pushed the sales of special week-end cakes above the 300% mark. Each Friday and Saturday the audience is advised of the special cake which is on sale over the week-end, and by Saturday night cake counters are usually sold out.

The experience of this advertiser is typical of the 120 local advertisers who have been using these two stations during the first five months of 1934. Follow in the foot-steps of these local leaders and reach the rich and responsive market that WRC and WMAL offer at low cost.

For detailed information on rates, coverage and results, contact either station or any of the offices listed below.

WRC AND WMAL

WASHINGTON, D. C.

prove that CONSISTENT ADVERTISING PRODUCES RESULTS

NBC

NATIONAL BROADCASTING COMPANY, SALES REPRESENTATIVES AT

NEW YORK WEAF & WJZ • **CHICAGO** WMAQ & WENR • **SAN FRANCISCO** KPO, KGO & KYA

Boston • WBZ Springfield, Mass. • WBZA Schenectady • WGY Washington, D. C. • WRC & WMAL
Pittsburgh • KDKA Cleveland • WTAM Denver • KOA Portland, Ore. • KEX Spokane • KGA Seattle • KJR

Three Candles

--and it was our party!

Saturday, June 26th, we celebrated our third anniversary as a member of the Columbia Broadcasting System. To be sure, birthday candles burned brightly in celebration of the important event. Good wishes and felicitations from our friends were many and most enthusiastic—likewise very much appreciated.

Accepting the time-proven adage, "It is more blessed to give than to receive" at its face value, we marked our Third Columbia Anniversary with a gift to our listeners—the gift, a Mighty Wurlitzer Pipe Organ. And so WWVA adds still another chapter to its service—a service which ranks our listeners ahead of all other phases of broadcasting.

Yes, indeed, our anniversary was our party to our listeners which perhaps best explains why April mail returns list responses from 761 Pennsylvania towns, 345 Ohio towns, and 305 West Virginia towns. Advertisers will do well to consider such an outstanding tri-state district radio service!

5,000 WATTS
WWVA
1160 KILOCYCLES

West Virginia Broadcasting Corp.

Hawley Bldg.
Wheeling, W. Va.

Columbia Station

Representatives

J. H. McGillvra, 485 Madison Ave., New York City
Myron A. Reck, A-1808 175 West Jackson St., Chicago, Ill.

Congress Orates

(*Continued from page 6*)

ton, Pa., in which he charged politics had been played. In the course of his discussion he criticized certain attorneys who he said at one time had represented WNBO.

Rep. Fish. (R.), of New York, in an address, also made allegations of administration domination of broadcasting, as did Rep. McGugin (R.), of Kansas. The former offered an amendment proposing that public officials and members of the family be prohibited from accepting money for speaking over the air. The amendment was ruled out of order, however. Rep. Truax (D.), of Ohio, charged that Father Coughlin, Detroit priest, had been barred from the networks, and asked for an investigation, which also was ruled out of order.

Bland Fought Report

FURTHER discord on radio regulation developed in the House June 9 after Chairman Rayburn had reported the measure from conference. Chairman Bland (D.), of Virginia, of the House Merchant Marine, Radio & Fisheries Committee, opposed the conference report because of the inclusion in it of amendments to the Radio Act of 1927, which he maintained was a function delegated to his committee. He asserted the measure was being jammed through the House without proper consideration, and was supported in this view by fellow committee members. The conference report finally was adopted without change by a vote of 48 to 40, after a point of order by Rep. Bland designed to block approval was overruled by Speaker Rainey.

Radio pryotechnics in the Senate were launched June 5 by Senator Dickinson (R.), of Iowa. He offered a resolution demanding an investigation of the Radio Commission on charges that it makes its decisions on orders from the White House. He introduced in the record the entire series of articles written for the *Chicago Tribune*, by its Washington correspondent, Arthur Sears Henning, purporting to disclose the degree to which the administration is dictating the operations of the Radio Commission.

Senator Dickinson spoke in defense of Commissioner Lafount and Dr. Jolliffe, chief engineer of the Commission, whom he said are reported to be among those who will be "sacrificed" because they are Republicans. He praised the work of both, declaring that the new Commission should not lose their valued services.

After inserting the Henning articles in the record, Senator Dickinson said that if half of the writer's allegations are true "impeachment would be a mild reward for the conduct of some of the commissioners." He said judges have been impeached for far less, and asserted that the air-mail scandals "pale in virtuous dealings besides these charges."

On the following day, Senator Long (D.), of Louisiana, offered an amendment to the Dickinson resolution, in which he made specific reference to the so-called WWL-KWKH case, and proposed that a special committee of five be appointed to investigate the Dickinson charges. This resolution was referred to the Dill committee, where it is likely to die.

Life Insurance Company Buys Greensboro Station

IN THE BELIEF that life insurance and radio "go hand-in-hand," since both are dedicated to the "public interest, convenience and necessity," the Jefferson Standard Life Insurance Co., Greensboro, N. C., recently arranged for the purchase of the capital stock of the North Carolina Broadcasting Co., Controlling WBIG, of that city, according to Joseph M. Bryan, secretary of the insurance company and new president of the broadcasting company.

Karl Ljung, Jr., vice president and treasurer of the radio corporation, is also assistant secretary of the insurance company. Other officers and directors of the radio corporation include Julius C. Smith, general counsel of the insurance company, elected a director; Howard Holderness, treasurer and director of the insurance company, elected a director, and Maj. Edney Ridge, ex-soldier and ex-newspaperman, elected secretary of the radio corporation and designated general manager of the station.

New Oregon Group

A PROPOSED new regional network of three Oregon stations is reported from Portland, following the licensing of the new daytime KSLM, Salem, by the Radio Commission with 100 watts on 1,370 kc. The Salem station is owned by Harry B. Read, operator of KXL, Portland 100-watts. It is proposed to link KXL with KSLM and KORE, Eugene.

Spot Broadcasters—

KXYZ
500 WATTS

first in HOUSTON *in . . .*

Local Food Advertising
and
Woman Listener Interest

If women will buy what you want to sell, KXYZ can successfully merchandise it in Houston's trade area for LESS than you otherwise would pay for Houston coverage

Agency Requests Handled Promptly

KXYZ
HOUSTON
1440 K.C.
500 *Watts*

At Last! Just Out!
THE FIRST BOOK ON RADIO FOR EVERYBODY!
A POPULAR GUIDE TO BROADCASTING!
INVALUABLE FOR SPONSOR AND STATION OPERATOR!

"SO-O-O-O YOU'RE GOING ON THE AIR"

By ROBERT WEST
Director of the Radio Arts Guild of America
With contributions by FRED ALLEN, MARK HELLINGER
And original EDDIE CANTOR comedy scripts by DAVID FREEDMAN

A Partial List of the Contents

First Steps to Radio Recognition
Facing the Microphone
Is Microphone Technique Necessary?
For the Love of Mike—Don't!
Comics of the Ether
Gags—Begged, Borrowed and Stolen
Writing Radio Comedy (With Sample Scripts)
Music for the Multitude
Beethoven vs. Berlin
Tin Pan Alley-oop!
H. R. H. The Radio Fan
Women and Radio Success
New Esperanto of the Air
Radio Guilds of America
Radio Under the Mikro-scope
The Rise of the Sponsors
The Cult of the Announcer
S. O. S. Announcing
The Ear of the Public
Radio Drama Writing (With Sample Scripts)
The Training of the Radio Actor
Building of a Program
The New Code
The Pulpit of the Air
The Newspaper of the Air
The Classroom of the Air
Professors Amos 'n' Andy
United States of the World
Government by Radio
The Future of Radio

—ALSO INCLUDES—

THE RADIO SPEECH PRIMER
The first book to show the correct way to speak on the air and effective ways for increasing sales-talk values.

"THE RADIO EDITOR AIRS HIS MIND"
An amazing expose of what is wrong with the radio by the critics from all parts of the country

HANDY RADIO GUIDE
Essential information for every one in every department of broadcasting.

OVER 200 PAGES packed with fascinating up-to-the-minute facts, stimulating suggestions and constructive criticism for everyone interested in Broadcasting from any angle

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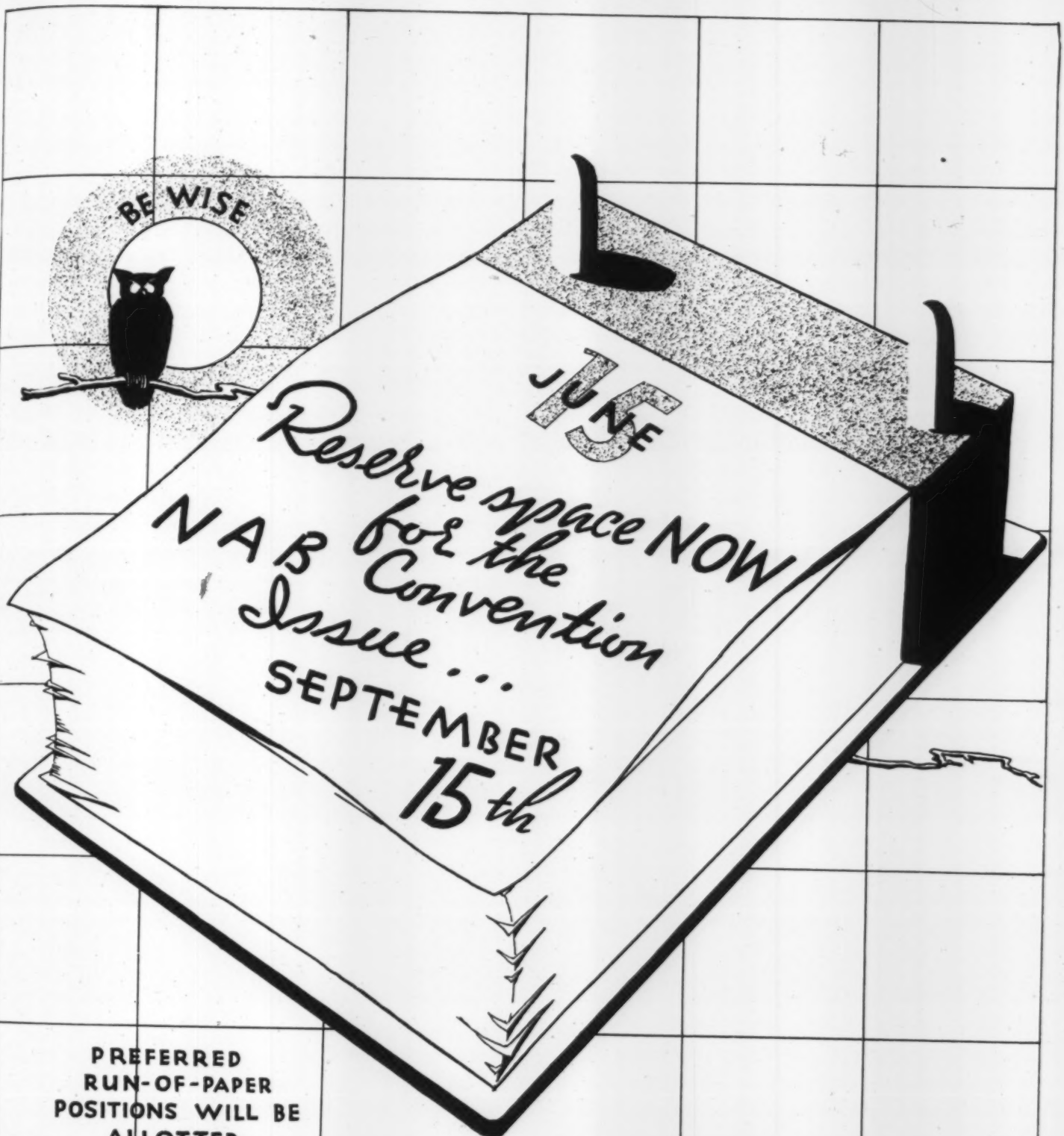


PREFERRED RUN-OF-PAPER POSITIONS WILL BE ALLOTTED ACCORDING TO **PRIORITY** OF RESERVATION DATES!

BROADCASTING
Broadcast Advertising

NATIONAL PRESS BLDG. WASHINGTON, D. C.

The Business of Broadcasting

Current News About Accounts, Pending Schedules, Transcriptions, Representatives and Apparatus; Notes from the Stations

STATION ACCOUNTS

WBAL, Baltimore: Black Flag Co., Baltimore (insecticide), 55 one-minute transcriptions, thru Fletcher & Ellis, N. Y.; Fawcett Publications, Minneapolis (*True Confessions* Magazine), 2 transcriptions, Critchfield, Graves & Co., Minneapolis; Brookline Chemical Co., Boston (Farr's hair restorer), 26 transcriptions, John W. Queen Agency, Boston; Ford Motor Co., 3 transcriptions, McCann-Erickson, N. Y.; General Baking Co., New York (Bond Bread), 7 announcements weekly, 8 weeks, Batten, Barton, Durstine & Osborne, N. Y.; General Motors (G. M. trucks), 3 transcriptions, Campbell-Ewald, Detroit; McCormick & Co., Baltimore (Banquet tea), 63 transcriptions, Van Sant, Dugdale & Co., Baltimore; Phillips Packing Co., Cambridge, Md. (canned goods), studio programs, 13 weeks, direct; Solarine Co., Baltimore (Old Sol cleanser), 7 announcements weekly, 9 weeks, Theodore Newhoff, Baltimore; J. A. Tumbler Laboratories, Baltimore (furniture polish), 6 transcriptions, direct; Noxzema Chemical Co., Baltimore (Noxzema cream), 13 transcriptions, Ruthrauff & Ryan, N. Y.; Internafional Bedding Co., Baltimore (White Cloud mattresses), 52 transcriptions, direct; Cross & Blackwell, Baltimore (preserves), 64 transcriptions, Van Sant, Dugdale & Co., Baltimore; *Better Homes & Gardens*, Des Moines (magazine), 2 announcements, Coolidge Advertising Agency, Des Moines.

WHP, Harrisburg, Pa.: Oneida Community, Ltd., Oneida, N. Y. (silverware), 52 announcements, thru A. T. Sears & Son, Chicago; United Drug Co., Boston (Rexall products), 5 quarter-hour transcriptions, Street & Finney, N. Y.; *Philadelphia Inquirer* (Sunday paper), 20 announcements, Cox & Tanz, Philadelphia; Western Co., Chicago (handkerchiefs), 13 announcements, J. Walter Thompson, Chicago; Noxzema Chemical Co., Baltimore (Noxzema cream), 13 five-minute transcriptions, Ruthrauff & Ryan, N. Y.; Chrysler Motor Corp., 18 announcements, Ruthrauff & Ryan, N. Y.; Dobbs Co., New York (Tomex), 14 announcements, W. S. Hill Co., Pittsburgh; Socony-Vacuum Corp., Jersey City (Mobilgas), 13 one-minute transcriptions, J. Stirling Getchell, N. Y.

WNAC, Boston: Reo Motor Car Co., 13 announcements, thru Maxon, Inc., Detroit; Buick Motor Co., 5 announcements, Campbell-Ewald, Detroit; Seminole Paper Co., New York (tissue), 13 announcements, Radio Broadcast Co., Boston; Brooks, Skinner Co., Lynn, Mass. (portable houses), 26 announcements, H. M. Frost Co., Boston; Coward Shoe Co., New York, 312 announcements, Fletcher & Ellis, N. Y.

WABC: Webster Eisenlohr, Inc., New York (Girard Cigars), on June 5 started "Girard Sport Column of the Air," with Joe Williams, noted sports writer, daily except Mondays, 6:45-7 p. m., thru N. W. Ayer & Son, New York.

WKAQ, San Juan, Porto Rico: J. B. Williams Co., Glastonbury, Conn. (Shaving Cream and Aqua Velva), 13 weeks, thru National Export Advertising, Inc., and Conquest Alliance Co.; H. J. Heinz Co., Pittsburgh, 13 weeks, Conquest Alliance Co.

KPO, San Francisco: Dr. Miles Laboratories, Inc., Elkhart, Ind (Alka Seltzer), thrice weekly transcriptions, thru Walter Biddick Co., Los Angeles.

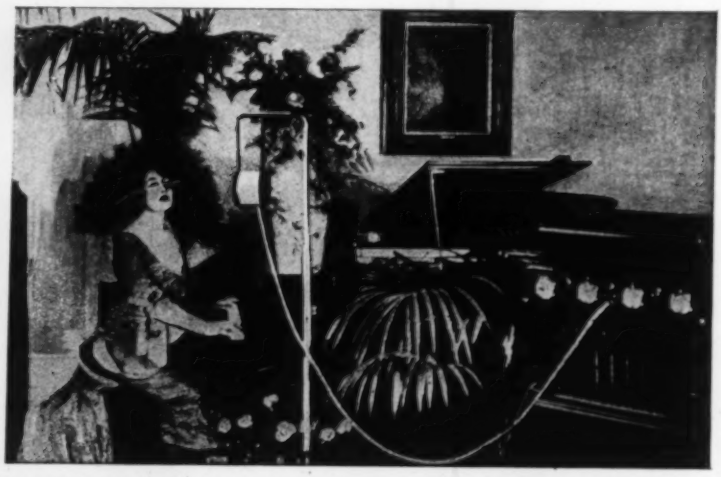
WCAE, Pittsburgh: Wm. S. Scull Co., Camden, N. J. (Bosco), 13 announcements, thru F. Wallis Armstrong Co., Philadelphia; General Motors, 100 announcements, Campbell-Ewald, Detroit; Ex-Lax, Inc., Brooklyn, 182 announcements, Joseph Katz Co., N. Y.; National Biscuit Co., New York, 195 announcements, McCann-Erickson, N. Y.; Beech-Nut Packing Co., 13 musical transcriptions, McCann-Erickson, N. Y.; Kraft-Phenix Cheese Corp., Chicago, 52 announcements, Needham, Louis & Brorby, Chicago; U. S. School of Music, New York (correspondence course), 26 transcriptions, Rose Martin, Inc., N. Y.; A. H. Lewis Medicine Co., St. Louis (Tums), 13 announcements, Ruthrauff & Ryan, N. Y.; Gardner Nursery Co., Osage, Ia., 15 announcements, Northwest Radio Advertising Agency, Seattle.

KMOX, St. Louis: Dr. Pepper Bottling Co., Dallas, time signals, 9 days, direct; Marlin Mineral Water, Marlin, Tex., thrice weekly studio programs, 13 weeks, thru Falls Advertising Co., Marlin; Missouri Egg Producers Association, St. Louis, 5 mornings weekly, Schaffer-Brown, St. Louis; Black Flag Co., Baltimore (insect powder), 5 transcriptions weekly until Aug. 10, Fletcher & Ellis, N. Y.; Ball Brothers, Muncie, Ind. (fruit jars), twice weekly, until Sept. 20, Applegate Advertising Co., Muncie; National Toilet Co., Memphis (face powder) 3 quarter thrice weekly, 9 weeks, Roche, Williams & Cunnyngham, Chicago.

KFI, Los Angeles: Dodge Motor Co., 5 transcriptions, thru Ruthrauff & Ryan, N. Y.; Armand Co., Des Moines (cosmetics), 13 weekly transcriptions, N. W. Ayer & Son, N. Y.; G. Washington Refining Co., Morris Plains, N. J. (G. Washington coffee), 8 weekly transcriptions, Cecil, Warwick & Cecil, N. Y.; Western Co., Chicago (Dr. West's products), 39 transcriptions, J. Walter Thompson, Chicago; *Better Homes & Gardens*, Des Moines (magazine) 2 announcements, Coolidge Advertising Agency, Des Moines; Fawcett Publications, Minneapolis (*True Confessions* Magazine), 2 announcements, Critchfield Graves Co., Minneapolis; United Drug Co., Boston (Rexall products), 5 transcriptions, Street & Finney, N. Y.

WOW, Omaha: Avocado Soap Co., Omaha, transcriptions, thru Norman Kirschbaum & Co., Omaha; California Packing Corp., San Francisco (Del Monte products), transcriptions, SHB; Dietary Foods Co., Minneapolis (Dietene), studio announcements, Critchfield-Graves Co., Minneapolis; Dodge Motor Co., transcription announcements, Ruthrauff & Ryan, N. Y.; Ford Motor Co., studio announcements, N. W. Ayer & Son, N. Y.; Fred Fear & Co., Newark (egg dyes), studio announcements, SHB; Gillette Safety Razor Co., Boston, transcription announcements, Ruthrauff & Ryan, N. Y.; Hills Bros., San Francisco (coffee), transcription announcements, N. W. Ayer & Son, N. Y.; Knox Gelatine Co., Johnstown, N. Y., announcements, Federal Advertising Agency, N. Y.; John Puhl Products Co., Chicago (Little Bo-Peep ammonia), announcements, Charles Silver & Co., Chicago; Mid-Continent Petroleum Corp., Tulsa, Okla., transcription announcements, R. J. Potts & Co., Kansas City; Nash Motors Co., Kenosha, Wis., transcription announcements, SHB; National Refining Co., Cleveland (White Rose gas), announcements, Hubbel Advertising Agency; Pennzoil Co., Kansas City, transcription announcements, Ruthrauff & Ryan, N. Y.; Psychiana, Inc., San Francisco (booklets), announcements, Bob Roberts & Associates, San Francisco; Quaker Oats Co., Chicago, comic scripts, Fletcher & Ellis, N. Y.; Sendel Co., Kansas City, announcements, Hogan Advertising Co., Kansas City; Skelly Oil Co., Kansas City, transcriptions, Russell Comer Advertising Co., Kansas City; White Eagle Oil Corp., Kansas City, announcements, J. Stirling Getchell, N. Y.; Willard Tablet Co., Chicago, announcements, First United Broadcasters, Chicago.

WJDX, Jackson, Miss.: Pontiac Motor Co., 30 transcriptions, thru Campbell-Ewald, Detroit; Dr. Pepper Co., Dallas (beverage), 78 transcriptions, Tracy-Locke-Dawson, Inc., Dallas; Kerr Glass Mfg. Co., Sand Springs, Okla. (fruit jars), 26 studio announcements, Rogers-Gano Advertising Agency, Tulsa; Dodge Motor Co., one-minute announcements, Ruthrauff & Ryan, N. Y.



PIONEER DAYS—Just about 13 years ago, in 1921, the "giant" WJZ began operating in Newark, with pole antenna on the roof of the Westinghouse factory and with power of a few hundred watts. RCA furnishes this picture of the formal opening, with Olga Petrova, the noted actress, performing before this curious microphone setup.

WBNS, Columbus, O.: American Research Chemical Co., Columbus (Rug-Nu), studio program, 5 days weekly, 1 year, direct; Carter Medicine Co., New York (liver pills), 3 announcements weekly, 1 year, thru Spot Broadcasting, Inc., N. Y.; Bay State Fishing Co., Boston (Forty Fathom Fish), 2 announcements weekly, 18 weeks, Street & Finney, N. Y.; Great Seal Products, Newark, O. (Great Seal vanilla), 2 announcements weekly, 3 months, J. Horace Little, Columbus; Household Finance Corp., Chicago (Household insurance), "Musical Clock," 6 days weekly, 1 year, direct; Maryland Pharmaceutical Co., Baltimore (Rem), 6 announcements weekly, direct; Omaha Flour Mills, Omaha, Neb. (Omar bread), children's program, 6 days weekly, direct; Pontiac Motor Car Co., announcements, 6 days weekly, 1 month, Campbell-Ewald Co., Detroit; Purity Bakeries, Chicago (Tastyee Bread), twice weekly, 13 weeks, Hanff-Metzger, Chicago; Verkamp Corp., Cincinnati (Philgas), 2 days weekly, 1 year, direct.

WACO, Waco, Tex.: Dr. Pepper Co., Dallas (beverages), 78 transcriptions, Tracy-Locke Dawson, Dallas; Frito Co., San Antonio (corn confection), daily announcements, 52 weeks, Parker Valentine, San Antonio; Houston Brewing Co., Houston (Grand Prize beer), 3 studio programs weekly, 52 weeks, thru local branch; Pennzoil Co., Oil City, Pa. (gas and oil), 32 five-minute transcriptions, Ruthrauff & Ryan, N. Y.; United Drug Co., Boston (Rexall products), 5 quarter-hour transcriptions, Spot Broadcasting, Inc.; H. & H. Coffee Co., San Antonio, weekly announcements, 26 weeks, direct; McCormick & Co., Baltimore (Banquet tea), 63 announcements, Van Sant, Dugdale & Co., Baltimore; Dr. Hand Co., Philadelphia (medicines), 4 announcements daily, 14 days, J. L. Butler, Philadelphia; Ironized Yeast Co., Atlanta, 26 announcements, Ruthrauff & Ryan, N. Y.; Kellogg Cereal Co., Battle Creek, Mich. (corn flakes), 14 announcements, direct; Oneida Community Co., Oneida, N. Y. (silverware), 52 announcements, A. T. Sears & Son, N. Y.

WIBM, Jackson, Mich.: Swift & Co. (Sunbrite Cleanser), 60 announcements, direct; Michigan Bakeries, Grand Rapids, 6 weekly programs, direct; Standard Oil Co., 26 announcements, thru McCann-Erickson, Chicago; Procter & Gamble (Dreft), 80 announcements, H. W. Kastor & Son, Chicago; Phillips Petroleum Co. (Phillips 66), 3 announcements daily, 6 weeks, direct; Goodrich Silvertown, Inc., Akron (tires), 18 announcements, direct; Gem Products Sales Co., Camden, N. J. (laundry gems), 26 announcements, direct; Wesson Oil Co., New Orleans (Wesson Oil), 36 announcements, direct; W. K. Kellogg Co., Battle Creek (Kellogg Pep), 6 announcements, McCormick & Ketcham, Detroit; Watch Tower Society, 1 half-hour transcription, direct.

WHBF, Rock Island, Ill: General Motors, 27 announcements thru Campbell-Ewald, Detroit; Chevrolet Motor Co., 12 announcements, Campbell-Ewald, Detroit; Goodrich-Silvertown, Inc., daily baseball scores, direct; *Des Moines Register*, 15 announcements, direct; Interstate Department Stores, New York, 52 announcements, thru Hills Dry Goods Company, Davenport; Reo Motor Car Co., Lansing, Mich., 13 announcements, Maxon, Inc., Detroit; Tradehome Shoe Stores, St. Paul, 39 announcements, placed locally; DeJay Stores, Inc., New York, 156 announcements, placed locally.

KOIN, Portland, Ore.: *Better Homes & Gardens* Magazine, Des Moines, announcements, thru Coolidge Advertising Co., Des Moines; Buick Motor Co., 6-time daily announcements, 5 days, Campbell-Ewald Co., Detroit; Kelfood, Los Angeles, 52 transcriptions 3 times weekly, J. W. Eccleston, Jr., Los Angeles; *True Confessions* Magazine, Minneapolis, announcements, Critchfield-Graves Co., Minneapolis.

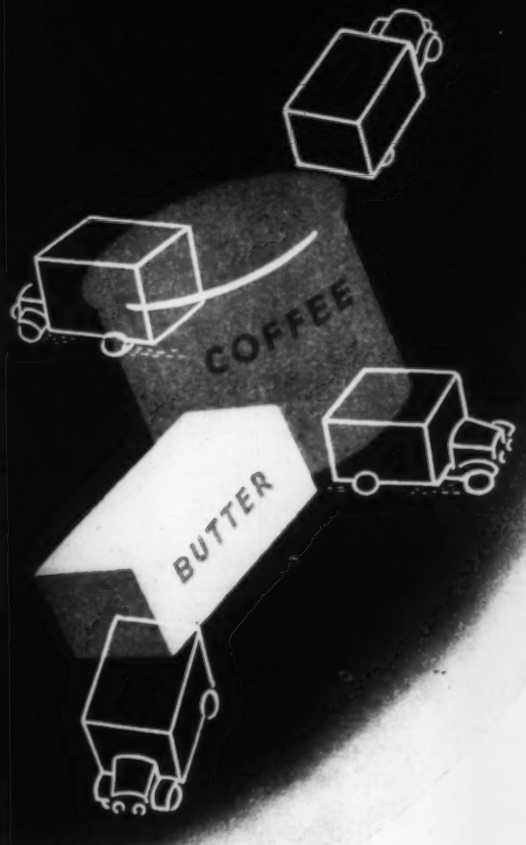
WTAM

CLEVELAND

proves that CONSISTENT ADVERTISING PRODUCES RESULTS

TWO TONS OF COFFEE A DAY

over and above usual sales



Tons of coffee; tons of butter; tons of staple every day merchandise sold over the counter to WTAM listeners. Clerks kept busy making sales — extra trucks added by wholesalers and manufacturers to keep up with the demand created by the 15-minute afternoon programs sponsored three times a week over WTAM by a local chain grocer.

In order to definitely test results, special radio offers on coffee, butter, bacon and ground beef were made. In every case the increase in sales produced by WTAM was counted in tons of merchandise over and above what the stores normally sold—specifically, two tons of coffee, three tons of butter, according to reports from the sponsor.

For the advertiser desiring adequate coverage and sales increases in the Cleveland market — which comprises 48 counties in Northern Ohio, a circulation of over 800,000 homes — WTAM is the most logical and economical buy. The experience of this advertiser is typical of the success many advertisers, both local and national, have achieved through WTAM.

For detailed information on rates, coverage and results, contact the station or any of the offices listed below.

NBC

NATIONAL BROADCASTING COMPANY, SALES REPRESENTATIVES AT

NEW YORK WEAF & WJZ • **CHICAGO** WMAQ & WENR • **SAN FRANCISCO** KPO, KGO & KYA

Boston • WBZ Springfield, Mass. • WBZA Schenectady • WGY Washington, D. C. • WRC & WMAL
Pittsburgh • KDKA Cleveland • WTAM Denver • KOA Portland, Ore. • KEX Spokane • KGA Seattle • KJR

WNAC, Boston: Perkins Products Co., Chicago (Flavorade), two 5-minute transcriptions weekly, 26 weeks, Warner Mason Co., Chicago; *Boston Globe*, weekly talks; Ford Dealers of New England, announcements, Harry M. Frost Co., Boston; General Motors Co., Detroit, 30 announcements, Campbell-Ewald Co., Detroit; Carter Pill Co., New York, 156 announcements, Street & Finney, N. Y.; Cape Cod Steamship Co., Boston, 91 baseball scores, A. H. Kenyon Advertising Co., Boston.

WCFL, Chicago: Blatz Brewing Co., Milwaukee, daily announcements, thru Klau-Van Pieterson-Dunlap Associates, Milwaukee; Gas Appliance Society of Metropolitan Chicago, daily announcements, indefinite period, Campbell-Ewald, Detroit; Kasper Coffee Co., Chicago, 15 minutes 3 days weekly, indefinite period, thru James H. Turner, Chicago; Sprague Warner & Co., Chicago (wholesale grocers), 15 minutes weekly, indefinite period, Paris & Peart, N. Y.; Elliott Varnish & Paint Co., Chicago, 15 minutes twice weekly, direct; National Magnesia Co., Chicago, 15 minutes and 3 time signals weekly, Levy-Myerson Co., Chicago.

WJZ, New York: Modern Food Process Co., Philadelphia (Thrive dog food) on June 11 started Harry Swan narrating dog stories, Mondays, 4:15-4:30 p. m., thru The Clements Co., Inc., Philadelphia.

WMAQ, Chicago: LaSalle Sales Organization, Chicago (cemetery lots), 15 minutes renewed for 52 times, thru E. H. Brown, Chicago.

RADIO STATION REPRESENTATIVES
WALTER BIDDICK CO.
568 Chamber of Commerce Bldg., Los Angeles
601 Russ Bldg., San Francisco
3326 Stuart Bldg., Seattle
619 Charles Bldg., Denver

WGN, Chicago: Horlick's Malted Milk Corp., Racine, Wis., "Lum and Abner" 15 minutes 5 days weekly, 13 weeks, effective June 17, thru Lord & Thomas, Chicago; Pharma Craft Co., Louisville (deodorant) 15 minutes 3 days weekly, 13 weeks, from June 12, direct; Borden's Cheese & Produce Co., New York (cheese), 15 minutes 3 days weekly, 13 weeks from June 18, Young & Rubicam, N. Y.; Phillips-Jones Corp., New York (Van Heusen collars), 15 minutes twice weekly transcriptions from June 19, Peck Advertising Co., N. Y.; Rival Packing Co., Chicago (dog food), 15 minutes once weekly from June 10, Charles Silver & Co., Chicago; Good Humor Ice Cream Corp., Chicago (ice cream bars), time signals 5 weeks from June 5, Mitchell-Faust, Inc., Chicago; Michigan Tourist & Resort Commission, Detroit, announcements, Campbell-Ewald Co., Detroit; A. J. Krank Co., St. Paul (lather cream), renewed 15 minutes 3 days weekly, Reincke, Ellis, Younggreen & Finn, Chicago; Frozen Dessert, Inc., Chicago (ice cream mix), 15 minute transcription 3 days weekly 9 weeks, Roche, Williams & Cunnyngham, Chicago; Gas Appliance Society of Metropolitan Chicago, daily 15 minutes indefinite period, Campbell-Ewald, Inc., Detroit; Illinois Central Railroad, Chicago, 3 announcements weekly, indefinite period, Caples Co., Chicago; Walgreen Drug Stores, Chicago, 15 minutes 5 days weekly, 13 weeks, thru Blackett-Sample-Hummert, Chicago; Servel Sales, Inc., Evansville, Ind., (Electrolux), daily time signals, indefinite period, direct; Happy Water Co., Chicago (crystals), 15 minutes 3 days weekly, 52 weeks, Rogers & Smith, Chicago.

WENR, Chicago: Ovelmo Co., Ft. Wayne, Ind. (Nu-Way shaving cream), 15 minutes 13 times, thru Rogers & Smith, Chicago; Chieftan Mfg. Co., (shoe polish), Baltimore, 3 transcriptions weekly, 45 times, Van Sant, Dugdale & Co., Baltimore.

WLS, Chicago: Campbell Cereal Co., Northfield, Minn. (Maltomeal), 13 1-minute transcriptions, thru Mitchell-Faust. Chicago Rapinwax Paper Co., St. Paul (wax paper), 39 5-minute talks, Erwin, Wasey Co., Minneapolis; Kerr Glass & Mfg. Co., Sand Springs, Okla. (glass jars), 39 announcements, Rogers-Gano Advertising Co., Tulsa, Okla.; Kitchen Art Foods Co., Chicago (dessert), renewed 13 announcements, Rogers & Smith, Chicago; Illinois Central Railroad, Chicago, announcements for indefinite period, Caples Co., Chicago; Institute of American Meat Packers, Chicago, 5-minute talks weekly for indefinite period, direct.

KXYZ, Houston: Frigid-Mix Co., Kansas City, and San Antonio (Ice cream powder), 1,095 announcements for 1 year, thru Murrel Crump Advertising Co., San Antonio; Service Drug Stores, Beaumont, Tex., 52 announcements, direct; Five-Cities Broadcasting Co., Goose Creek, Tex., 1 hour daily remote, direct; American Family Burial Ass'n., Dallas, 52 announcements and 52 fifteen-minute studio programs, direct.

NETWORK ACCOUNTS

(All times EDST unless otherwise specified)

THE SIMMONS Co., New York (beds and bedding) on July 9 will present Mrs. Franklin D. Roosevelt in first of a 13-week musical series on the NBC-WJZ network, remainder of schedule being undecided. Agency: Fletcher & Ellis, Inc., N. Y.

STERLING PRODUCTS, Inc., Wheeling, W. Va. (Phillips Dental Magnesia), on June 19 renews "Accordiana" with Abe Lyman's orchestra on 25 CBS stations, Tuesdays, 8:30-9 p. m. Same sponsor for Bayer's Aspirin on same date engages same network, Tuesdays, 8-8:30 p. m. Agency: Blackett-Sample-Hummert, Inc., N. Y.

THE EX-LAX Co., Brooklyn, N. Y., on June 25 renews "The Big Show," with Erno Rapee's orchestra and talent to be decided, on 22 CBS stations, with 10 supplementary stations to be added Sept. 24, Mondays, 9:30-10 p. m., 52 weeks. Agency: The Joseph Katz Co., N. Y.

J. L. PRESCOTT Co., Passaic, N. J. (Oxol) on June 18 starts a revised contract for its feature, "The Oxol Trio," with Gordon Graham, Dave Grant and Bunny Coughlin, on 13 CBS stations, Mondays and Wednesdays, 5:45-6 p. m. Agency: Batten, Barton, Durstine & Osborn, N. Y.

PILLSBURY FLOUR MILLS Co., Minneapolis, on June 13 revised its contract for 19 CBS stations, presenting "Cooking Closeups," Wednesdays and Fridays, 11-11:15 a. m. Agency: Hutchinson Advertising Co., Minneapolis.

WARD BAKING Co., New York, on Aug. 12 will renew "Ward's Family Theater" on 26 CBS stations, Sundays, 9-9:30 p. m. Agency: Fletcher & Ellis, N. Y.

SCHLITZ BREWING Co., Milwaukee, on June 15 starts a new program, "Spotlight Review," on 51 CBS stations, Fridays, 10-10:45 p. m. Account has abandoned its "Program of the Week" feature, and will present Col. Stoopnagle & Budd, Everett Marshall, Frank Crumit, Parker Fennelly and Eight Gentlemen from Milwaukee with Victor Young's orchestra in new series. Agency: Batten, Barton, Durstine & Osborn, N. Y.

BRISTOL-MYERS Co., New York (drugs) on July 4 renews Lennie Hayton's orchestra, Fred Allen and guest stars in "Hour of Smiles" on 37 NBC-WEAF stations, Wednesdays, 9-10 p. m., with repeat for 7 NBC-KGO stations, 12-1 a. m. Agency: Benton & Bowles, N. Y.

A-C SPARK PLUG Co., Flint, Mich., on June 23 starts "Raymond Knight and his Cukoos" on 50 NBC-WEAF and supplementary stations, Saturdays, 10-10:15 p. m. Agency: Campbell, Ewald Co., Detroit.

NBC CHANGES: Crazy Water Hotel Co. on July 4 changes program June 4 to "Crazy Crystalizers" on 17 NBC-WEAF stations, with schedule now daily except Saturdays and Sundays, 2:30-2:45 p. m.; Gulf Oil Co. "Gulf Headliners" Sunday night program on NBC-WJZ on June 10 brought Will Rogers back for a series of four talks; F. W. Fitch Co. on July 15 will start Irene Beasley on its Sunday night programs; Nestle's Milk Products, Inc. on July 3 shifts "Will Aubrey, Bard of the Byways," to Tuesdays and Fridays, 3-3:15 p. M., PST, on 4 NBC-KGO station; General Petroleum Corp. "Memory Lane" on July 4 shifts to Wednesdays, 7:30-8 p. m., PST, on 7 NBC-KGO stations.

Amos 'n' Andy Vacation Time Given Frank Buck

IN LATTER July the Pepsodent Company's record-breaking team of "Amos 'n' Andy" will take its first vacation from the radio since the present sponsored series began almost eight years ago. Freeman F. Gosden and Charles Correll have had vacations previously, but in each case arrangements have been made for them to broadcast from a summer camp or resort.

Frank Buck, of "Bring 'em Back Alive" fame, has been signed for the Pepsodent Company by Lord & Thomas for a series of wild-animal thrillers to fill the 7-7:15 p. m. spot on the NBC-WJZ network. The blackface comedians will be away in the north woods a month.

WKZO, Kalamazoo, Mich., hitherto a 1 kw. daytime station, goes to 1 kw. day and 250 watts night, giving it full time operation, by reason of a Radio Commission grant.

PREFERRED ALL OVER TOWN

10,400 PERSONS ASKED "TO WHAT STATION ARE YOU LISTENING?"

MAJORITY REPLIED KMBC

BIG LOCAL ADVERTISERS PREFER KMBC ALSO!

SEND FOR CHARTED PROOF

KMBC

MIDLAND BROADCASTING COMPANY
STATION KMBC—KANSAS CITY, MISSOURI
NEW YORK OFFICE—CHRYSLER BUILDING, PHONE VANDERBILT 3-3425
CHICAGO OFFICE—WRIGLEY BUILDING, PHONE SUPERIOR 3426

KVI is equipped for any type of broadcast

KVI

TACOMA, WASHINGTON

Puget Sound Broadcasting Company
INCORPORATED

500 WATTS 570 KC.

SOME OF THE FOREMOST NATIONAL ADVERTISERS USE THIS COLUMBIA STATION

PROSPECTS

CAREY SALT Co., Hutchinson, Kan., makes up lists during July and January, including radio. R. G. Streeter is advertising manager, and its annual advertising appropriation is $65,000. Ruthrauff & Ryan, Chicago, handles the account.

CHR. HANSEN'S LABORATORY, Inc., Little Falls, N. Y. (Junket powder, tablets and ice cream mix) makes up lists during July, including radio. Karl J. Monrad is advertising manager. Advertising is placed by Mitchell-Faust Advertising Co., Chicago.

MIDLAND FLOUR MILLING Co. Kansas City, makes up lists during July, including radio. G. B. Wood is advertising manager. Calkins & Holden, New York, handle the account.

MUSTEROLE Co., Cleveland, makes up lists during July, including radio. Clarence L. Berkey is advertising manager. Advertising is placed by Erwin, Wasey & Co., New York.

PROCTER & GAMBLE Co., Cincinnati (soap products) makes up lists during July and January, including radio. Ralph F. Rogan is advertising manager. The Blackman Co., New York, places advertising for Ivory, Crisco, P. & G., Chipso and Lava. Pedlar & Ryan, New York, places Camay. Blackett-Sample-Hummert, Inc., Chicago, places Oxydol. H. W. Kastor & Sons Co., Chicago, places Kirks.

SANITEX BRUSH Co., Chicago (toilet brushes) makes up lists during July, including radio. Account is placed by Jewell F. Stevens Co., Chicago.

PORTLAND CEMENT Assn., 33 W. Grand Ave., Chicago, which has just transferred its account to Roche, Williams and Cunnyngham, Chicago, is considering the use of radio in the southwest.

THEO. HAMM BREWING Co., St. Paul, is contemplating the use of radio in the southwest. The account is handled by the McCord Co., Minneapolis.

KREY PACKING Co., St. Louis, will use radio with other media in a campaign handled by Mortimer W. Mears, Inc., St. Louis agency.

LUDEN'S, Inc., Reading, Pa. (cough drops), will use radio in a fall campaign, having recently increased its advertising budget. J. M. Mathes, Inc., New York, handles the account.

CHARLES R. STUART, Inc., San Francisco agency, has been appointed by the Fisher Finance Corp. of that city to handle the radio and billboard campaign in northern California for that auto finance and brokerage house.

CALIFORNIA DENTAL SUPPLY CO., Los Angeles, will use radio to advertise its Vita-Cell, breath deodorant, during the summer. Campaign will be handled by Campbell, Kellogg & Lohr, Los Angeles.

WOQ Review Refused

ANOTHER attempt for a U. S. Supreme Court review of a Radio Commission decision was blocked when the petition of former station WOQ, Kansas City, for a writ of certiorari to review the Commission's decision ordering its deletion was refused by the highest tribunal May 28. Operated by the Unity School of Christianity, WOQ was ordered off the air more than a year ago when the Commission awaited its part-time facilities to KFH, Wichita. The station then appealed to the Court of Appeals of the District of Columbia, which issued a stay order, but recently sustained the Commission. The effort then was made for a Supreme Court review.

TRANSCRIPTIONS

ADDITIONAL transcription accounts placed on various stations are reported as follows by *National Advertising Records*, these being supplemental to the lists carried in previous issues of BROADCASTING:

Carter Medicine Co., New York (Little Liver Pills).
Coleman Lamp & Stove Works, Wichita, Kan.
L. L. Coryell & Sons, Lincoln, Neb. (Coryell Gasoline).
Faultless Starch Co., Kansas City.
French Lick Springs Hotel Co., French Lick, Ind. (Pluto Water).
Gilmore Oil Co., San Francisco (gas and oil).
Kellogg Co., Battle Creek, Mich. (cereals).
Lavena Corp., Chicago (cosmetics).
Luborite Refining Co., St. Louis (gas and oil).
The Maybelline Co., Chicago (cosmetics).
Merrold-Johnson Co., Des Moines (cosmetics).
Mid-Continent Petroleum Corp., Tulsa, Okla. (gas and oil).
Niagara-Hudson Power Corp., Buffalo, N. Y.
Palmer Match Co., Akron, O.
Perfection Stove Co., Cleveland (oil stoves).
Dorothy Perkins Co., St. Louis (beauty preparations).
Piggly-Wiggly Corp., Providence, R. I. (chain grocers).
Psychiana, Inc., Moscow, Ida. (books).
Quaker Oats Co., Chicago (cereals).
Raladam Co., Detroit (Marmola).
Sheffield Farms Co., New York (milk & dairy products).
Shell Petroleum Corp., St. Louis (gas and oil).
Socony-Vacuum Corp., New York (gas and oil).
Standard Oil Co. of N. J., New York (Esso gasoline).
Dr. G. H. Tichenor Antiseptic Co., New Orleans.
Union Pacific Railway, Omaha.
G. Washington Coffee Refining Co., Morris Plains, N. J. (G. Washington coffee).
White Eagle Oil Corp., Kansas City, Mo. (gas and oil).

JOHN PITTS, who has represented World Broadcasting System in the south as traveling representative for the last year, and who formerly was connected with southern stations, on June 1 established temporary headquarters for WBS in the offices of WGST, Atlanta. He is contacting southern advertisers and agencies.

95 Take WBS Service

WORLD Broadcasting System announces that five more stations are now subscribing to its daily program transcription service: WDSU, New Orleans; WOKO, Albany; WISN, Milwaukee, and KOIN-KALE, Portland. With these additions, the present total of subscribers is 95 stations in 90 markets.

SO ACCURATE are the time signals broadcast over KYW, Chicago, that Prof. Case's classes in navigation at the University of Wisconsin are using them. Coming from the master naval clock at Washington, the KYW signals are accurate to within 4/100 of a second.

FREE & SLEININGER
DEPENDABLE
Radio Station Representatives
NEW YORK CHICAGO DENVER
LOS ANGELES SAN FRANCISCO SEATTLE

Gin Advertising Subtly Given in 'Supper at Ten'

"SUPPER AT TEN" titles a 9:45 p. m. program on KFI, Los Angeles, once a week for Angostura Gin, handled through the McCarty Co., local agency. This is the only hard liquor account handled over KFI. According to Carl Haverlin, sales manager, only four protests have been received in the six weeks the program has been on the air.

"Supper at Ten" has been fashioned as a semi-continuity series with incidental musical background. Drama cast depicts scenes in which the host and hostess have issued invitations for supper at 10 o'clock. With sequences in which the hostess discusses the seating arrangements, setting of the glasses, different drinks with the courses, and so forth, the sponsor's advertising is brought in subtly. Likewise those who accept the invitations discuss the bids and have something to say about etiquette in the series.

Radio Newsman Guarded

WITH the waterfront employes' strike in San Francisco in June assuming dangerous proportions, Ed Fitzgerald, news commentator on KFRC there, has been assigned a police bodyguard, following threats upon his life. Reputedly coming from angered longshoremen, the threats were directed at Fitzgerald as a result of his news broadcasts. The police guard escorts Fitzgerald to and from the studio each day and sits beside the commentator when he is at the microphone.

WE WERE SO YOUNG— SO INNOCENT— ALACK!

Before we ever operated a radio station, we never dreamed that we were supposed to be "covered" by some half-dozen distant stations. ● Innocent and untutored, we listened only to *very* near-by outlets. ● We still believe most people do the same. So we use our energy trying only to cover our own 1,000,000 real neighbors, and leave the rest of the world for *their* local stations. ● Hence you get a lot of *primary* audience, at small station rates. ● An N. B. C. outlet.

Representatives in New York and Chicago: Free & Sleininger, Inc.

STATION WAVE
INCORPORATED
LOUISVILLE, KY.
1000 WATTS . . . 940 K. C.

President:

"Put CKLW first on your advertising schedule in the Detroit Market. The fact that it broadcasts more local advertising than any other network station in the territory, proves that CKLW is the preferred station in the Detroit area."

Member COLUMBIA Basic Network
CKLW
5,000 Watts 840 Kc. In the Center of the Dial
THE INTERNATIONAL STATION

Windsor offices— Guaranty Trust Bldg., Phone—4-1155
Detroit offices— Union Guardian Bldg., Phone—CAdillac 7200

If You Have a Product That Is Bought By Women. . .

Here is a chance to use radio in your selling in an inexpensive way:

The program—The Happy Go Lucky Hour over the Columbia-Don Lee Broadcasting System. A variety vaudeville show that has been on the air for over 5 years, every afternoon from 2 to 3 o'clock, 5 days a week, Monday to Friday.

The coverage—The Happy Go Lucky Hour is released over the Columbia-Don Lee Stations in Los Angeles, San Francisco, San Diego, Santa Barbara, Sacramento, Stockton, Fresno, Bakersfield, Portland, Seattle, Tacoma, and Spokane, completely covering the 12 major Pacific Coast markets and their trading areas.

The audience—Mostly women of the home making sort. Hundreds of thousands of Pacific Coast women tune to this program every day as proved by surveys which we will show you. Over 5 years of continuous broadcasting has built the tremendous audience that only Time can build.

There is a spot every 15 minutes for your selling message. You can buy one spot or more, once a week or more, one station or more, to tell your sales story. Let your advertising appropriation and the retail distribution of your product guide you. It is flexible, it is effective, it is economical.

The Happy Go Lucky Hour takes the guess out of your radio advertising. You don't worry about the fine entertainment of your program—about your coverage—about the audience. It is all there, wrapped up for your advertising message.

If You Want To Sell The Coast, Or Any Part Of It, Better Write Or Wire For Detailed Information.

DON LEE
Broadcasting System

C. Ellsworth Wylie
General Sales Manager, Los Angeles

Los Angeles, KHJ
San Francisco, KFRC
San Diego, KGB
Bakersfield, KERN
Fresno, KMJ
Stockton, KWG
Sacramento, KFBK
Santa Barbara, KDB

(Northwest Unit)
Portland, KOIN
Tacoma, KVI
Seattle, KOL
Spokane, KFPY

Los Angeles Office.....7th at Bixel St.
San Francisco Office..1000 Van Ness Ave.

RADIO ADVERTISERS AGENCIES AND REPRESENTATIVES

GREIG, BLAIR & SPIGHT, Inc., station representatives, has taken new and larger offices in the McGraw-Hill Bldg., 520 No. Michigan Ave., Chicago, installing teletype as in its other three offices as well as a private office specially fitted for visiting station managers. John Blair, head of the Chicago office, announces the representation of WOW, Omaha; KSO, Des Moines, and WREN, Lawrence, Kan.

APPOINTMENT of Graham A. Robertson, 250 Park Ave., New York, as eastern representative of WLS, Chicago, was announced June 1 by Glenn Snyder, WLS manager. Mr. Robertson for several years was a food products distributor in the southwest, on the eastern staff of *Holland's Magazine*, and more recently the eastern representative of the *Prairie Farmer*, which operates WLS.

H. HOBART DONAVAN, formerly with WHAD, Milwaukee, as producer of the "Elmer and Don" series, has joined the Kasper-Gordon Studios, Boston station representatives covering the New England area, Kasper-Gordon Studios announces it now represents the following stations: KBTM, KFXM, KGGF, KGNF, KPJM, WBCM, WGES, WHBU, WKZO, KFBI and WLBF.

JAMES W. FUSON, Jr., has been transferred from the publicity department of Erwin, Wasey & Co., New York, to the radio continuity division.

BROADCAST FOODS Co., Inc., Chicago (corned beef hash) has placed its advertising with Neisser-Meyerhoff, Inc., Chicago.

HICKS ADVERTISING Agency, New York, has arranged with Albert Kavelin and his Lexington Hotel Orchestra to provide the musical background for the agency's auditions for commercial broadcasting prospect, according to an announcement by the agency June 11.

ROBERT L. NOURSE, Pacific coast manager for Ruthrauff & Ryan, Inc., New York agency, went to Seattle the middle of June. He will be there a month organizing the Seattle office and will then return to Los Angeles.

JOHNSON, CARVELL & MURPHY, Los Angeles (Kellogg's Ant Paste) is using radio along the Pacific Coast in a campaign being handled by the Wm. A. Ingoldsby Co., Los Angeles agency.

BESS & SHILLIN, Inc., radio advertising agency formerly of Jersey City, has moved to new quarters in the RKO Bldg. in Rockfeller Center, New York.

MIDWEST DRUG, Inc., Chicago (Dr. Chapin's Muscletone) has placed its advertising with C. Wendell Muench & Co., Chicago.

JOHNSON - STEPHENS & SHINKLE SHOE Co., St. Louis, has appointed Anfenger Advertising Agency, St. Louis, to handle its advertising.

SIKO, Inc., New York (toothpaste) has appointed Thomas H. Reese & Co., New York, to handle its advertising.

RING-ROUT, Inc., New Orleans (foot remedy) has named McJunkin Advertising Agency, Chicago, to place its advertising.

WAITT & BOND, Newark, N. J. (cigars) has placed its advertising with Gotham Advertising Co., New York.

BLODGETT-BECKLEY Co., Toledo (coffee, tea) has appointed Powers-House Co., Cleveland, to direct its advertising.

EMIL BRISACHER, head of the San Francisco agency bearing his name, is back at his desk after an ocean voyage with Mrs. Brisacher to Central America.

RICHFIELD OIL Co., of California, Los Angeles, has placed its advertising with Beaumont & Hohman, Los Angeles.

TROPIC-AIRE, Inc., Minneapolis (auto hot water heaters) has named Mitchell Advertising Agency, Inc., Minneapolis, to handle its advertising.

GARFIELD TEA Co., Brooklyn (proprietary remedy) has appointed H. W. Kastor & Son, New York, to handle its advertising.

B. C. REMEDY Co., Durham, N. C. (headache powders) has named Harvey-Massengale Co., Atlanta, to direct its advertising.

S.O.S. Co., Chicago (kitchen cleanser) has appointed the San Francisco office of McCann-Erickson, Inc., to handle its western advertising.

McKESSON & ROBBINS, Inc., Bridgeport, Conn. (pharmaceutical products) has appointed N. W. Ayer & Son, Philadelphia, to handle its advertising.

WISN-WHAD

Milwaukee, Wisconsin

American Radio News Corporation offers new radio advertising picture to Milwaukee audience in acquiring WHAD, Marquette University Station, which shared time with WISN.

By consolidating operation of these pioneer stations American Radio News Corporation will afford an adequate service to listeners—and an opportunity to national advertisers to reach a purchasing audience of 1,500,000 people.

New rates recently issued by WISN apply to both stations and provide an exceptionally economical vehicle with which to reach the important Milwaukee market.

WISN—*The Wisconsin News*

Affiliated with Columbia Broadcasting System

Operated by American Radio News Corporation

New York—Chicago—Milwaukee

New York Sales Representative

PAUL H. RAYMER, 205 East 42nd Street

Two Groups Listen To Cooking School

Seen and Unseen Audiences Reached by Sponsors

A RADIO cooking school, which was broadcast to thousands of housewives by KXYZ, Houston, also drew an average daily attendance of 3,150 women to the Houston city auditorium late in April. Twenty-seven local and national food accounts sponsored the school, which was staged by the National Newspaper and Radio Enterprises, Inc., Dallas, with Mrs. Martha McDonald as lecturer.

Food advertisers who have participated in similar cooking schools in Houston, conducted by newspapers, stated that attendance at the KXYZ school was greater than at any similar event in Houston during the last three years.

The only publicity given to the school before it opened was over KXYZ during day-light hours in order to reach housewives. Not one line of newspaper advertising or printed publicity was used.

The plan for conducting the school was devised by A. M. Cohen of National Newspaper and Radio Enterprises, and Loy Duddlesten, commercial manager of KXYZ. Only food accounts were solicited, and 27 were sold ten days in advance of the first day of the cooking school.

Each daily session of the cooking school, lasting from 2 to 4 p. m., was broadcast by remote control from the Houston city auditorium over KXYZ, giving food advertisers coverage of the auditorium crowd, as well as the radio audience.

During the course of her lectures each day, Mrs. McDonald prepared not less than eleven items for the table.

PEOSODENT'S "The Goldbergs" on July 12 will sign off for 60 days on the NBC-WEAF network for a vacation, returning to the same period for its fourth year on the air.

STUDIO NOTES

NEW OFFICES have been installed at WINS, New York, for Emil Gough and for W. G. H. Finch, of the American Radio News Corp., Hearst radio service. Construction of new studios on the fourth floor is expected to begin immediately. Gladys Thornton, former actress and once associated with WLW, has taken Helen Menken's place in charge of certain program activities, and Henriette Harrison, a former program director, is to have charge of the *New York American's* radio advertising campaign in the fall.

KFRC and KHJ of the Don Lee Network traded two programs the first of June, when Bank of America's serial, "Leaders of Tomorrow," was moved south, and the daily variety matinee, "Happy Go Lucky Hour," was moved to KFRC. Jay Brower, a newcomer to the air after several years as a motion-picture theater m.c. and band leader, was signed as m.c. for the latter.

"SAVE a Life Club" programs, heard Mondays thru Fridays over KOIN, Portland, Ore., has over 5,000 members. The station has made a tieup with the Portland police department and the Parent-Teacher Associations and under the combined auspices "Bob and Dolly," KOIN juvenile stars, stage the shows, which bring entertainment and an outline of safety rules for play and traffic. Regular theater parties are arranged by the station for the young members of the "Save a Life Club."

A DRAMATIZATION of the killing of Tommy Carroll, Dillinger gangster, in Waterloo, Ia., May 7, went on the air over WMT, Waterloo, Ia., eight hours after Carroll was shot and three hours after he died in a local hospital. The presentation, checked and approved by law enforcement officers in Waterloo, told the complete story of Carroll's end. WMT was first to give out the news of the shooting, and put on police bulletins while the search for accomplices was on.

"QST" titles a new series of programs which started June 12 on the NBC-WEAF network, recounting the feats of radio amateurs in setting up emergency communications during disasters. The sketches are written by George Ludlam, NBC staff writer, based on facts supplied by the American Radio Relay League, the national amateur organization.

WBT, Charlotte, N. C., lays claim to having the longest commercial program now on the air: the two-and-a-half-hour Saturday night barn dance sponsored by the Crazy Crystals Co., Mineral Wells, Tex., and also carried over CBS.

A NEW DAILY program, the "Cakes and Coffee Club," started recently over WMT, Waterloo, Ia., under the direction of Announcer Ralph Childs. The feature is on the air every day except Sunday, 7-7:30 a. m. Variety and sprightliness are the keynotes of the program. Popular music, humorous sketches and poems, and oddities all enter in to make the half-hour a cheerful early-morning feature.

ANOTHER studio has been built in the NBC Chicago division and will be used for transcription and speech broadcasts. It will be the division's seventh studio.

SHELL SHOW, weekly on the Don Lee-CBS network on the Pacific coast, in May shifted over to the Pacific coast division of NBC. Los Angeles office of J. Walter Thompson Co. will continue to handle the account.

SOMETHING new in production ideas is being carried out by NBC, San Francisco, on the new "Night Court" variety program from 10 to 11 p. m., five nights weekly. A different producer is in charge each night, under the direction of Donald Cope, production manager, who hopes to give a varying and unusual touch to the shows by this method.

THORNTON FISHER, nationally known sports writer and cartoonist, returns to the NBC-WJZ network Friday, June 15, and each Friday thereafter from 7:45 to 8 p. m. EDST, in a new sustaining series titled "Sport Stories Off the Record." The programs are being written and dramatized by Mr. Fisher and presented with a cast and orchestra. They are based on data accumulated by Mr. Fisher in his 20 years as a sports writer and cartoonist. He was first on the air over WEAF in 1923 as sports commentator for nearly two years.

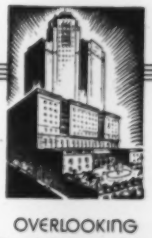
WFBR, Baltimore, one of the nation's oldest stations, on June 3 celebrated its twelfth anniversary with a special broadcast over the NBC-WEAF network. Gov. Albert C. Ritchie spoke.

THE ATLANTA JOURNAL is using WSB in a promotion stunt tie-in. The title of a popular song is represented in a daily drawing in the newspaper, and on the same day the song is played and broadcast. Prizes are offered for the correct reports on the titles.

BROADCASTING a complete musical program from the interior of a new automobile is the stunt commercial feature on WSGN, Birmingham, for the Edwards Motor Co. A male harmony trio, the Rhythm Rogues, with guitar accompaniment sits in the back seat. A WSGN microphone is in position and connected to a remote control wire terminating at the curb. Passersby hear the program through an automobile radio placed on top of the car together with a sign calling attention to the program in progress. The continuity stresses the roominess of the new car, the quietness of the interior, and the other sales points.

Armour's 2-Hour Tests

ARMOUR & Co., meat packers, will take over the sponsorship of the daily two-hour record program on WBBM, Chicago, relinquished by the Great Atlantic & Pacific Tea Co. The new sponsorship began June 11, and will run as a test for several weeks. A. & P. developed the program last January on WBBM and subsequently spread the idea to other midwest cities. The Armour account is handled by Lord & Thomas, Chicago.



OVERLOOKING
SAN FRANCISCO

Comfortable rooms·
hospitable service
...excellent cuisine

FOUR MINUTES FROM
SHOPS AND THEATRES

MARK HOPKINS
AND
THE FAIRMONT
HOTELS

TARIFF FROM $4.00 A DAY
$3.50 AT THE FAIRMONT

GEO. D. SMITH · GEN. MANAGER

The Added Increment

(*Continued from page 15*)

staying on the air without interruption, and second, without losing our franchise on a given hour, as we would have lost it had we done spasmodic broadcasting. We have made the Philco program part of the daily, or at least the weekly, living habits of a tremendous segment of the American public. I firmly believe that we might have spent twice as much in broadcasting, and gotten less than half as much, were it not for this factor of consistency. If you will let me stretch the English language a little to crystallize what I am trying to express, I would put it this way: "We *own* 7:45." That is a new concept in advertising, made possible only by radio. It is a profound factor in this newest of all advertising media, and one which I think is generally underestimated or unappreciated.

We repeat: (1) Most advertising exists in space, but cannot be made part of the *place-habits* of the public; (2) Radio broadcasting exists in time, and *can* be made a vital part of the deeply rooted, daily *time-habits* of the public; (3) Continuous, consistent broadcasting, at a given hour, is the key to the formula for *multiplying* the effectiveness of every dollar spent in radio; (4) To advertisers about to begin a campaign of radio broadcasting, this formula opens a perspective of steady expanding results—results which frequently increase in "geometric ratio" to investment; (5) To advertisers now on the air it signals a potent added increment of advertising value—an asset so definite that any interruption to the broadcast schedule can literally be considered as the forfeiture of a valuable franchise.

Californians Elect

NORTHERN California Broadcasters Association has elected new officers for a three-months term. Preston Allen, manager of KLX, Oakland, becomes chairman, to succeed Ralph Brunton, of KJBS, San Francisco. Art Westland, KRE, Berkeley, was elected secretary. The association voted to consider the possibility of maintaining offices and a permanent secretary.

AMONG the larger unpaid balances in the Democratic National Committee's $557,757 treasury deficit, as of May 31, were $107,571 owing NBC and $47,650 owing CBS for time on the air during the 1932 campaign.

Now Ready!

The new Jansky and Bailey Survey of Coverage and market data for

WTMJ

THE MILWAUKEE JOURNAL STATION

Write to WTMJ for a copy, or obtain full information from

Edward Petry & Co.

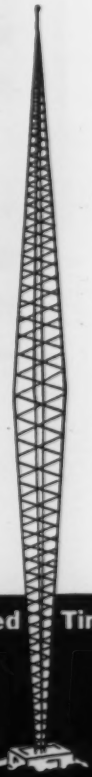
WTMJ Representatives

"The South leads the parade in any column of index figures you care to line up.

So, naturally, WSM, Nashville, is selling more merchandise than ever for its sponsors."

Owned and Operated by
THE NATIONAL LIFE & ACCIDENT INSURANCE CO., INC.
NASHVILLE, TENNESSEE

Exclusive National Representatives
EDWARD PETRY AND COMPANY
NEW YORK CHICAGO DETROIT SAN FRANCISCO



Cleared Channel — Unlimited Time

WSM

NBC Affiliate — 50,000 WATTS — 650 Kilocycles

KVOO
COMPLETE N. B. C. SERVICE
25,000 WATTS
TULSA, OKLA.
The Most Powerful Station between St. Louis, Dallas and Denver

FCC Replaces Radio Commission

(*Continued from page 6*)

tary, directors of each division and assistant general counsel and assistant chief engineers are to receive $7,500. Secretarys to commissioners will draw $4,000.

The Commission is authorized to divide itself into not more than three divisions, each to consist of not less than three members. Each division will select its own chairman. While each division will have full jurisdiction over matters assigned to it, provision is made for rehearing before the full Commission on petition from aggrieved parties.

In the radio section of the bill (Title III), a half dozen changes are made from the radio act of 1927. Much of the dead-wood in the old law has been eliminated, and there are numerous changes of phraseology to clear up ambiguities. Except for the provision allowing licensing of 100-watt stations without regard to the Davis amendment or state quotas the new radio law incorporated in the act previously had been passed by Congress in the omnibus bill pocket-vetoed by President Hoover when he retired from office.

Authorizes New Stations

WHILE Commission appointments will not be made from zones, the zone system is reenacted so that allocations of facilities can be continued pursuant to the Davis amendment. The 100 watt proviso added to the Davis Amendment, which was slightly revised in wording, specifies that the Commission may grant applications for additional licenses to new stations of that power if it finds that such stations will serve public interest and their operation will not interfere with the fair and efficient service of other stations.

Broadcasting licenses, the law specifies, shall be issued for not longer than three years—which is identical with the old law. Chairman Dill had proposed that licenses be curtailed to a maximum of one year. All other licenses will be issued for not longer than five years.

Transfer of licenses of stations, whether voluntary or involuntary or indirectly by transfer of control of any corporation holding a license, is made subject to Commission approval. In other words, every transaction whereby a license is transferred to another individual or corporation must be reviewed by the Commission, which is required to give its consent in writing. The old law did not affect transfer of stock control.

The Commission is authorized in a new provision to order modification of station licenses or construction permits on its own motion. Full hearings must be afforded all interested parties, however. Under the old law, there was no specific authority of this character and modifications were considered only on written application.

Bans Lottery Ads

INCORPORATED in the new law is a provision prohibiting the broadcasting of any advertisement concerning lottery, gift enterprises, or similar games of chance. This provision previously had been passed in the old omnibus bill which never became law. Similar to the law prohibiting such advertisements in newspapers using the mails, it provides for a $1,000 fine or one year imprisonment, or both, for violation.

Another new provision prohibits American stations from having foreign studios except by specific authority of the Commission. Originally this was aimed at Dr. John R. Brinkley, deposed operator of XER, Villa Acuna, Mexico, across from Del Rio, Tex.

Appellate provisions have been altered in several respects. Appeals are authorized to the United States Court of Appeals for the District of Columbia by applicants for construction permits refused by the Commission—an entirely new provision. District courts are given jurisdiction, upon application of the Attorney General and at the Commission's request to issue writs of mandamus commanding compliance with Commission orders. Other provisions designed to enforce obedience of Commisison orders through Federal district courts were enacted.

Dropped Dill Proposals

ELIMINATED from the act were numerous amendments proposed by Senator Dill. One of these was the provision which would have required the Commission to distribute broadcasting licenses so that no one licensee or organization should dominate control of broadcasting in any locality. Another was the proposed sweeping amendment of the political section, which would have broadened it to apply to public issues as well as candidates for public office. It would have also stipulated that rates charged for political broadcasts be no higher than regular commercial rates.

NBC "Hall of Mirrors" Proves Novel Exhibition At Chicago World Fair

OCCUPYING a prominent place in the Electric Building at the Century of Progress Exposition in Chicago, NBC has built a miniature Hall of Mirrors, which constitutes one of the most interesting novelties of this year's World's Fair. By an ingenious arrangement of lights, a large mirror at one side of the room is transformed at will into a projection screen for a series of pictures illustrating broadcasting activities. The pictures are synchronized with an electrical transcription featuring Jimmy Wallington, Don Wilson and Ed Lowry, who tell the story of the NBC's work in serving the American listening public.

The walls of the exhibit space are panelled with mirrors, zigzagged in long vertical strips. Immediately following the synchronized sound-and-sight display, a series of lights encircle the room behind each panel, revealing designs symbolic of the various industries which make possible the American commercial system of broadcasting.

Another feature of the NBC exhibit is a flashing map of the networks, which illustrates graphically how radio programs are distributed across the continent. Still another feature which attracts many visitors is a scale model of Radio City, showing the NBC studios and other buildings in Rockefeller Center.

The entire exhibit is planned to show two things—first, the scope of NBC broadcasting services, and second, the vital part that American industry has played in making such advanced development possible.

Cosmetics Sponsor Finds Women Like Night Time

LESQUENDIEU, Inc., New York (Tussy Cosmetics), has changed its twice a week daylight program over KHJ, Los Angeles, to one night a week. Though many radio authorities have maintained that daytime audiences are best for appeal to women fans, the Lesquendieu firm conducted a survey which indicated preference for a night spot.

The investigation made by agency and station officials, besides showing an audience preference for night-time programs, also revealed the popularity of dreamy melodies. The new schedule, started the middle of June, uses "The Islanders," Hawaiian group, with a one-minute commercial at the open and close.

The sponsor's market is the southwest through drug and department stores. The program mentions only the cosmetics line, but without specific addresses of retail outlets. Grace Glasser Advertising Agency handles the account for California, and G. J. Norton is the KHJ account executive.

BOGGS & BUHL ★

ONE OF PITTSBURGH'S LEADING DEPARTMENT STORES

Select

★ WJAS

The BOGGS & BUHL 65th Anniversary (held in June) is one of Pittsburgh's outstanding merchandising promotions.

WJAS was selected to carry the largest portion of broadcast advertising for this event.

(Boggs & Buhl are regular WJAS advertisers)

WJAS

PITTSBURGH

Columbia Basic Network

CHAMBER OF COMMERCE BUILDING, PITTSBURGH, PA.

Commission Settles WWL-KWKH Case

New Orleans Station Granted Full Time on 850 Kc.

SETTLING, for the time being at least, one of the most agitated cases in radio history, the Radio Commission on June 8 granted WWL, New Orleans, and KWKH, Shreveport, experimental authority to operate full time on the 850 and 1100 kc. channels, respectively, each using its present power of 10,000 watts.

The effect of the action is partially to reverse the Commission's decision of several months ago when it denied the New Orleans station, operated by Loyola University, full time on the 850 kc. clear channel, which it had shared with KWKH. The latter station was formerly operated by W. K. Henderson, erstwhile stormy petrel of radio, but was sold to the International Broadcasting Corp., controlled by Sam D. Hunter, Louisiana oil man.

In awarding experimental full time authority to WWL, the Commission authorized KWKH to shift experimentally to the 1100 kc. channel regarded as a clear wave in this country. WPG, Atlantic City, operated under lease by CBS, is the dominant station on the wave. WLWL, New York, operated by the Paulist Fathers, uses the equivalent of two hours daily on the channel. It was the latter station which sought to oust WPG from the channel at a hearing before the Commission, and subsequently conducted a comprehensive Congressional lobby in an effort to procure allocation of 25 per cent of all facilities to educational and religious stations. This was defeated by a Senate vote.

The WWL-KWKH case has been in the limelight for several months. Rumors have been bruited about Congress that the Commission originally decided in favor of WWL but was ordered by the White House to reverse the ruling. The case was cited in offering a resolution in the Senate June 5 by Senator Dickinson (R.), of Iowa, calling for an investigation of the Commission. Senator Long (D.), of Louisiana, on the following day offered an amendment to the Dickinson resolution in which he mentioned the New Orleans-Shreveport case specifically.

Lafount Asks Hearings

COMMISSIONER Lafount on June 6 voted for a hearing in both cases. The decision authorizes WWL to modify its license to use special experimental authority and to change its hours from specified to unlimited on the 850 kc. clear channel, taking over the facilities of KWKH.

KWKH was given special experimental authority to move its transmitter to a new site and to change its frequency from 850 to 1100 kc., its hours from specified to unlimited, and to install a directional antenna designed to curtail interference in the direction of Atlantic City and New York, as well as British Columbia, where Canada has assigned a 1 kw. station on the 1100 kc. channel.

Formal announcement of the filing of the applications for the transfers was made by the Commission on June 8—the day the approval was given. On June 5 WWL withdrew its appeal in the Court of Appeals of the District of Columbia from the Commission's decision denying it full time, thus paving the way for the Commission's new decision.

On June 13, KOL, Seattle, filed an application for experimental authority to operate on 850 kc. with 500 watts, which, if granted, would break down the WWL clear channel.

WITH the removal of WENC from Americus to Albany, Ga., the Radio Commission has authorized a change in the call letter to WGPC.

J. Elliott Jenkins

J. ELLIOTT JENKINS, who with Thorne Donnelley founded the old WDAF in the Drake Hotel, Chicago, shot and killed himself in his Chicago apartment June 9. Samuel E. Adair, partner of Mr. Jenkins in the Chicago firm of Jenkins & Adair, broadcast equipment manufacturers, said there had been marital troubles between Mr. Jenkins and his estranged wife, known on the stage as Alexandra Carlisle. She told the press he had been having financial difficulties. He was 42 years old.

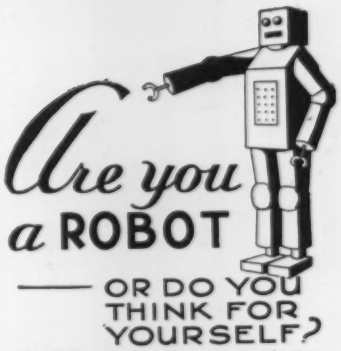
Congoin, Health Drink, Tests Radio on Coast

CONGOIN Co., Los Angeles (Congoin health beverage), has started a radio test campaign over KHJ, Los Angeles, three afternoons a week; KTM, Los Angeles, daily; KNX, Hollywood, seven days a week and KFOX, Long Beach, daily. Lockwood-Shackelford Co., Los Angeles, handles the account.

Initial broadcasts call for 15-minute programs with a singer and pianist. Commercial spots announce a special radio trial package containing ingredients for 400 cups at $1. Present distribution is through drug store outlets, but future marketing contemplates groceries, too. The trial radio package is available only to fans who write direct to stations. Congoin is billed as a normalizer beverage created from South American herbs. Network advertising and national distribution are contemplated, if the campaign in the southwest is successful over a period of three months.

Stewart Heads WCAE

JACK STEWART, former manager of WFBR, Baltimore, has been appointed general manager of WCAE, Pittsburgh, effective June 18, according to an announcement June 13 by Jesse L. Kaufman, director of the Hearst radio stations. Mr. Stewart succeeds Mr. Kaufman at WCAE, the latter now making his headquarters in New York as director of all the Hearst stations. Prior to joining WFBR, Mr. Stewart was with WCAO, Baltimore.



DARE you throw off the shackles of tradition and orthodoxy? Do you close your eyes and say, "What was good enough for those before me is good enough for me?"

For centuries the knowledge about himself has been kept from man—suppressed. Today the Rosicrucians, a NON-RELIGIOUS Brotherhood, offer every man and woman the opportunity of a frank study of life's mysteries. Do you know the facts about thought formation, law of vibrations, life on other planets, whether there is a soul?

Fascinating Free Book

Write today to the address below and receive the FREE book "The Wisdom of the Sages." It will tell you how you may share this knowledge and achieve real happiness. Address:

SCRIBE T.D.R.

ROSICRUCIAN BROTHERHOOD
AMORC
SAN JOSE, CALIFORNIA

Remember the Rosicrucian Brotherhood is NOT a Religious Organization

PIEZO
ELECTRIC
CRYSTALS
"Superior by Comparison"

BROADCAST BAND

All Scientific Radio Service Crystals are accurately ground to an accuracy BETTER than .03% on equipment tested regularly by U. S. Bureau of Standards, Standard Frequency Signals.

Crystals for use in the Broadcast Band 100 to 1500 kc. are supplied in two types of holders.

STANDARD HOLDER

Our Standard Holder (contact type) made of Bakelite, with metal parts brass nickle-plated $35

ISOLANTITE HOLDER

Our Precision Isolantite Monel Metal Holder (air gap adjustable) permits small adjustment of frequency by changing air gap slightly... $45

Prices include accurately ground crystal. When ordering state type tube, plate voltage and operating temperature.

STATION MONITOR SERVICE

We will calibrate and adjust your present MONITOR to an accuracy of plus or minus 50 cycles (550 kc. to 1500 kc.), at a cost of $25. We will furnish new crystal in your Monitor (holder supplied with Monitor), calibrate and adjust same to within 50 cycles for $60. If a crystal is supplied with Monitor which is lower than desired frequency, cost for regrinding and adjusting within 50 cycles is $55.

Prompt Delivery Assured

Our New Illustrated Booklet—Sent FREE!

SCIENTIFIC
RADIO SERVICE
"THE CRYSTAL SPECIALISTS"
SINCE 1925
124 JACKSON AVE., UNIVERSITY PARK
DEPT. B-6
HYATTSVILLE, MARYLAND

James Whitcomb Riley's famed "Hoosier Editor" was the oracle of his community . . . everybody followed his written or spoken words, echoed his opinions.

Modern Day Hoosiers keep abreast of national and world events by tuning in on

FREDERICK LANDIS
"The Hoosier Editor"

Another Feature Building and Holding the Audience for

WKBF
In Indianapolis

INDIANA'S ONLY NBC OUTLET

National Representatives
GREIG, BLAIR & SPIGHT, Inc.
New York Chicago Los Angeles San Francisco

Salient Radio Provisions in New Communications Law . . .

(*Continued from page 8*)

tal stock is owned of record or voted by aliens or their representatives or by a foreign government or representative thereof, or by any corporation organized under the laws of a foreign country;

"(5) Any corporation directly or indirectly controlled by any other corporation of which any officer or more than one-fourth of the directors are aliens, or of which more than one-fourth of the capital stock is owned of record or voted, after June 1, 1935, by aliens, their representatives, or by a foreign government or representative thereof, or by any corporation organized under the laws of a foreign country, if the Commission finds that the public interest will be served by the refusal or the revocation of such license.

"Nothing in this subsection shall prevent the licensing of radio apparatus on board any vessel, aircraft, or other mobile station of the United States when the installation and use of such apparatus is required by act of Congress or any treaty to which the United States is a party.

"(b) The station license required hereby, the frequencies authorized to be used by the licensee, and the rights therein granted shall not be transferred, assigned or in any manner either voluntarily or involuntarily disposed of, or indirectly by transfer of control of any corporation holding such license, to any person, unless the Commission shall, after securing full information, decide that said transfer is in the public interest, and shall give its consent in writing.

"REFUSAL OF LICENSES AND PERMITS IN CERTAIN CASES

"SEC. 311. The Commission is hereby directed to refuse a station license and/or the permit hereinafter required for the construction of a station to any person (or to any person directly or indirectly controlled by such person) whose license has been revoked by a court under section 313, and is hereby authorized to refuse such station license and/or permit to any other person (or to any person directly or indirectly controlled by such person) which has been finally adjudged guilty by a Federal court of unlawfully monopolizing or attempting unlawfully to monopolize, radio communication, directly or indirectly, through the control of the manufacture or sale of radio apparatus, through exclusive traffic arrangements, or by any other means, or to have been using unfair methods of competition. The granting of a license shall not estop the United States or any person aggrieved from proceeding against such person for violating the law against unfair methods of competition or for a violation of the law against unlawful restraints and monopolies and/or combinations, contracts, or agreements in restraint of trade, or from instituting proceedings for the dissolution of such corporation.

"REVOCATION OF LICENSES

"SEC. 312. (a) Any station license may be revoked for false statements either in the applications or in the statement of fact which may be required by section 308 hereof, or because of conditions revealed by such statements of fact as may be required from time to time which would warrant the Commission in refusing to grant a license on an original application, or for failure to operate substantially as set forth in the license, or for violation of or failure to observe any of the restrictions and conditions of this act or of any regulation of the Commission authorized by this act or by a treaty ratified by the United States: *Provided, however*, That no such order of revocation shall take effect until 15 days' notice in writing thereof, stating the cause for the proposed revocation, has been given to the licensee. Such licensee may make written application to the Commission at any time within said 15 days for a hearing upon such order, and upon the filing of such written application said order of revocation shall stand suspended until the conclusion of the hearing conducted under such rules as the Commission may prescribe. Upon the conclusion of said hearing the Commission may affirm, modify, or revoke said order of revocation.

"(b) Any station license hereafter granted under the provisions of this act or the construction permit required hereby and hereafter issued, may be modified by the Commission either for a limited time or for the duration of the term thereof, if in the judgment of the Commission such action will promote the public interest, convenience, and necessity, or the provisions of this act or of any treaty ratified by the United States will be more fully complied with: *Provided, however*, That no such order of modification shall become final until the holder of such outstanding license or permit shall have been notified in writing of the proposed action and the grounds or reasons therefor and shall have been given reasonable opportunity to show cause why such an order of modification should not issue.

"APPLICATION OF ANTITRUST LAWS

"SEC. 313. All laws of the United States relating to unlawful restraints and monopolies and to combinations, contracts, or agreements in restraint of trade are hereby declared to be applicable to the manufacture and sale of and to trade in radio apparatus and devices entering into or affecting interstate or foreign commerce and to interstate or foreign radio communications. Whenever in any suit, action, or proceeding, civil or criminal, brought under the provisions of any of said laws or in any proceedings brought to enforce or to review findings and orders of the Federal Trade Commission or other governmental agency in respect of any matters as to which said Commission or other governmental agency is by law authorized to act, any licensee shall be found guilty of the violation of the provisions of such laws or any of them, the court, in addition to the penalties imposed by said laws, may adjudge, order, and/or decree that the license of such licensee shall, as of the date the decree or judgment becomes finally effective or as of such other date as the said decree shall fix, be revoked and that all rights under such license shall thereupon cease: *Provided, however*, That such licensee shall have the same right of appeal or review as is provided by law in respect of other decrees and judgments of said court.

"FACILITIES FOR CANDIDATES FOR PUBLIC OFFICE

"SEC. 315. If any licensee shall permit any person who is a legally qualified candidate for any public office to use a broadcasting station, he shall afford equal opportunities to all other such candidates for that office in the use of such broadcasting station, and the Commission shall make rules and regulations to carry this provision into effect: *Provided*, That such licensee shall have no power of censorship over the material broadcast under the provisions of this section. No obligation is hereby imposed upon any licensee to allow the use of its station by any such candidate.

"LOTTERIES AND OTHER SIMILAR SCHEMES

"SEC. 316. No person shall broadcast by means of any radio station for which a license is required by any law of the United States, and no person operating any such station shall knowingly permit the broadcasting of, any advertisement of or information concerning any lottery, gift enterprise, or similar scheme, offering prizes dependent in whole or in part upon lot or chance, or any list of the prizes drawn or awarded by means of any such lottery, gift enterprise, or scheme, whether said list contains any part or all of such prizes. Any person violating any provision of this section shall, upon conviction thereof, be fined not more than $1,000 or imprisoned not more than one year, or both, for each and every day during which such offense occurs.

"ANNOUNCEMENT THAT MATTER IS PAID FOR

"SEC. 317. All matter broadcast by any radio station for which service, money, or any other valuable consideration is directly or indirectly paid, or promised to or charged or accepted by, the station so broadcasting, from any person, shall, at the time the same is so broadcast, be announced as paid for or furnished, as the case may be, by such person.

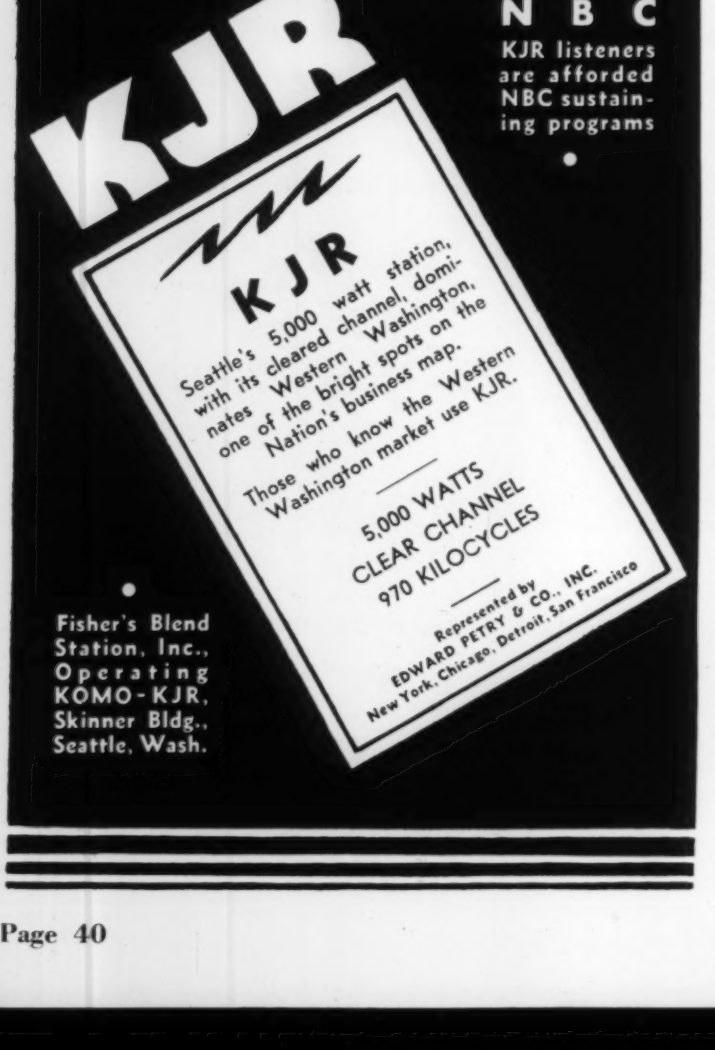
"OPERATION OF TRANSMITTING APPARATUS

"SEC. 318. The actual operation of all transmitting apparatus in any radio station for which a station license is required by this act shall be carried on only by a person holding an operator's license issued hereunder. No person shall operate any such apparatus in such station except under and in accordance with an operator's license issued to him by the Commission.

"CONSTRUCTION PERMITS

"SEC. 319. (a) No license shall be issued under the authority of this act for the operation of any station the construction of which is begun or is continued after this act takes effect, unless a permit for its construction has been granted by the Commission upon written application therefor. The Commission may grant such permit if public convenience, interest, or necessity will be served by the construction of the station. This application shall set forth such facts as the Commission by regulation may prescribe as to the citizenship, character, and the financial, technical, and other ability of the applicant to construct and operate the station, the ownership and location of the proposed station and of the station or stations with which it is proposed to communicate, the frequencies desired to be used, the hours of the day or other periods of time during which it is proposed to operate the station, the purpose for which the station is to be used, the type of transmitting apparatus to be used, the power to be used, the date upon which the station is expected to be completed and in operation, and such other information as the Commission may require. Such application shall be signed by the applicant under oath or affirmation.

"(b) Such permit for construction shall show specifically the earliest and latest dates between which the actual operation of such station is expected to begin, and shall provide that said permit will be automatically forfeited if the station is not ready for operation within the time specified or within such further time as the Commission may allow, unless prevented by causes not under the control of the grantee. The rights under any such permit shall not be assigned or otherwise transferred to any person without the approval of the Commission. A permit for construction shall not be required for Government stations, amateur stations, or stations upon mobile vessels, railroad rolling stock, or aircraft. Upon the completion of any station for the construction or continued construction of which a permit has been granted, and upon it being made to appear to the Commission that all the terms, conditions, and obligations set forth in the application and permit have been fully met, and that no cause or circumstance arising or first


KJR
N B C
KJR listeners are afforded NBC sustaining programs
KJR
Seattle's 5,000 watt station, with its cleared channel, dominates Western Washington, one of the bright spots on the Nation's business map.
Those who know the Western Washington market use KJR.
5,000 WATTS
CLEAR CHANNEL
970 KILOCYCLES
Represented by
EDWARD PETRY & CO., INC.
New York, Chicago, Detroit, San Francisco
Fisher's Blend Station, Inc., Operating KOMO-KJR, Skinner Bldg., Seattle, Wash.

coming to the knowledge of the Commission since the granting of the permit would, in the judgment of the Commission, make the operation of such station against the public interest, the Commission shall issue a license to the lawful holder of said permit for the operation of said station. Said license shall conform generally to the terms of said permit.

"DESIGNATION OF STATIONS LIABLE TO INTERFERE WITH DISTRESS SIGNALS

"SEC. 320. The Commission is authorized to designate from time to time radio stations the communications or signals of which, in its opinion, are liable to interfere with the transmission or reception of distress signals of ships. Such stations are required to keep a licensed radio operator listening in on the frequencies designated for signals of distress and radio communications relating thereto during the entire period the transmitter of such station is in operation.

"FALSE DISTRESS SIGNALS, REBROADCASTING; STUDIOS OF FOREIGN STATIONS

"SEC. 325. (a) No person within the jurisdiction of the United States shall knowingly utter or transmit, or cause to be uttered or transmitted, any false or fraudulent signal of distress, or communication relating thereto, nor shall any broadcasting station rebroadcast the program or any part thereof of another broadcasting station without the express authority of the originating station.

"(b) No person shall be permitted to locate, use, or maintain a radio broadcast studio or other place or apparatus from which or whereby sound waves are converted into electrical energy, or mechanical or physical reproduction of sound waves produced, and caused to be transmitted or delivered to a radio station in a foreign country for the purpose of being broadcast from any radio station there having a power output of sufficient intensity and/or being so located geographically that its emissions may be received consistently in the United States, without first obtaining a permit from the Commission upon proper application therefor.

"(c) Such application shall contain such information as the Commission may by regulation prescribe, and the granting or refusal thereof shall be subject to the requirements of section 309 hereof with respect to applications for station licenses or renewal or modification thereof, and the license or permission so granted shall be revocable for false statements in the application so required or when the Commission, after hearings, shall find its continuation no longer in the public interest.

"CENSORSHIP; INDECENT LANGUAGE

"SEC. 326. Nothing in this act shall be understood or construed to give the Commission the power of censorship over the radio communications or signals transmitted by any radio station, and no regulation or condition shall be promulgated or fixed by the Commission which shall interfere with the right of free speech by means of radio communication. No person within the jurisdiction of the United States shall utter any obscene, indecent, or profane language by means of radio communication.

"TITLE IV—PROCEDURE AND ADMINISTRATIVE PROVISIONS

"JURISDICTION TO ENFORCE ACT AND ORDERS OF COMMISSION

"SEC. 401. (a) The district courts of the United States shall have jurisdiction, upon application of the Attorney General of the United States at the request of the Commission, alleged a failure to comply with or a violation of any of the provisions of this act by any person, to issue a writ or writs of mandamus commanding

• Irving Cobb
• Olin Dutra
• Richard Arlen
• Judge K. M. Landis

are among the million annual visitors to Minnesota's 10,000 lakes (Summer Playground of America) which are added to the summer radio audience of

KSTP

the leading station for the past six years (according to all authentic surveys made since 1928) in the metropolitan trading area of the Twin Cities embracing a population of more than 1,142,000.

ST. PAUL OFFICE: Ford Billings, St. Paul Hotel, Cedar 4400
MINNEAPOLIS OFFICE: E. P. Shurick, Radisson Hotel, Bridgeport 3222
CHICAGO OFFICE: Greig-Blair & Spight, 520 Michigan Ave., Superior 8665
NEW YORK OFFICE: Paul H. Raymer, 205 E. 42nd St., Murray Hill 4-0658
SAN FRANCISCO: Greig-Blair & Spight, 485 California St., Douglas 3188
LOS ANGELES: Greig-Blair & Spight, 843 Bendix Bldg., Tucker 1824

such person to comply with the provisions of this act.

"(b) If any person fails or neglects to obey any order of the Commission other than for the payment of money, while the same is in effect, the Commission or any party injured thereby, or the United States, by its Attorney General, may apply to the appropriate district court of the United States for the enforcement of such order. If, after hearing, that court determines that the order was regularly made and duly served, and that the person is in disobedience of the same, the court shall enforce obedience to such order by a writ of injunction or other proper process, mandatory or otherwise, to restrain such person or the officers, agents, or representatives of such person, from further disobedience of such order, or to enjoin upon it or them obedience to the same.

"(c) Upon the request of the Commission it shall be the duty of any district attorney of the United States to whom the Commission may apply to institute in the proper court and to prosecute under the direction of the Attorney General of the United States all necessary proceedings for the enforcement of the provisions of this act and for the punishment of all violations thereof, and the costs and expenses of such prosecutions shall be paid out of the appropriations for the expenses of the courts of the United States.

"(d) The provisions of the Expediting Act, approved February 11, 1903, as amended, and of section 238 (1) of the Judicial Code, as amended, shall be held to apply to any suit in equity arising under title II of this act, wherein the United States is complainant.

"PROCEEDINGS TO ENFORCE OR SET ASIDE THE COMMISSION'S ORDERS—APPEAL IN CERTAIN CASES

"SEC. 402. (a) The provisions of the act of October 22, 1913 (38 Stat. 219), relating to the enforcing or setting aside of the orders of the Interstate Commerce Commission, are hereby made applicable to suits to enforce, enjoin, set aside, annul, or suspend any order of the Commission under this act (except any order of the Commission granting or refusing an application for a construction permit for a radio station, or for a radio station license, or for renewal of an existing radio station license, or for modification of an existing radio station license), and such suits are hereby authorized to be brought as provided in that act.

"(b) An appeal may be taken, in the manner hereinafter provided, from decisions of the Commission to the Court of Appeals of the District of Columbia in any of the following cases:

"(1) By any applicant for a construction permit for a radio station, or for a radio station license, or for renewal of an existing radio station license or for modification of an existing radio station license, whose application is refused by the Commission.

"(2) By any other person aggrieved or whose interests are adversely affected by any decision of the Commission granting or refusing any such application.

"(c) Such appeal shall be taken by filing with said court within 20 days after the decision complained of is effective, notice in writing of said appeal and a statement of the reasons therefor, together with proof of service of a true copy of said notice and statement upon the Commission. Unless a later date is specified by the Commission as part of its decision, the decision complained of shall be considered to be effective as of the date on which public announcement of the decision is made at the office of the Commission in the city of Washington. The Commission shall thereupon immediately, and in any event not later than 5 days from the date of such service upon it, mail or otherwise deliver a copy of said notice of appeal to each person shown by the records of the Commission to be interested in such appeal and to have a right to intervene therein under the provisions of this section, and shall at all times thereafter permit any such person to inspect and make copies of the appellant's statement of reasons for said appeal at the office of the Commission in the city of Washington. Within 30 days after the filing of said appeal the Commission shall file with the court the originals or certified copies of all papers and evidence presented to it upon the application involved, and also a like copy of its decision thereon, and shall within 30 days thereafter file a full statement in writing of the facts and grounds for its decision as found and given by it, and a list of all interested persons to whom it has mailed or otherwise delivered a copy of said notice of appeal.

"(d) Within 30 days after the filing of said appeal any interested person may intervene and participate in the proceedings had upon said appeal by filing with the court a notice of intention to intervene and a verified statement showing the nature of the interest of such party, together with proof of service of true copies of said notice and statement, both upon appellant and upon the Commission. Any person who would be aggrieved or whose interests would be adversely affected by a reversal or modification of the decision of the Commission complained of shall be considered an interested party.

"(e) At the earliest convenient time the court shall hear and determine the appeal upon the record before it, and shall have power, upon such record, to enter a judgment affirming or reversing the decision of the Commission, and in event the court shall render a decision and enter an order reversing the decision of the Commission, it shall remand the case to the Commission to carry out the judgment of the court: *Provided, however,* That the review by the court shall be limited to questions of law and that findings of fact by the Commission, if supported by substantial evidence, shall be conclusive unless it shall clearly appear that the findings of the Commission are arbitrary or capricious. The court's judgment shall be final, subject, however, to review by the Supreme Court of the United States upon writ of certiorari on petition therefor under section 240 of the Judicial Code, as amended, by appellant, by the Commission, or by any interested party intervening in the appeal.

"(f) The court may, in its discretion, enter judgment for costs in favor of or against an appellant, and/or other interested parties intervening in said appeal, but not against the Commission, depending upon the nature of the issues involved upon said appeal and the outcome thereof.

"INQUIRY BY COMMISSION ON ITS OWN MOTION

"SEC. 403. The Commission shall have full authority and power at any time to institute an inquiry, on its own motion, in any case and as to any matter or thing concerning which complaint is authorized to be made, to or before the Commission by any provision of this act, or concerning which any question may arise under any of the provisions of this act, or relating to the enforcement of any of the provisions of this act. The Commission shall have the same powers and authority to proceed with any inquiry instituted on its own motion as though it had been appealed to by complaint or petition under any of the provisions of this act, including the power to make and enforce any order or orders in the case, or relating to the matter or thing concerning which the inquiry is had, excepting orders for the payment of money.

"REPORTS OF INVESTIGATIONS

"SEC. 404. Whenever an investigation shall be made by the Commission it shall be its duty to make a report in writing in respect thereto, which shall state the conclusions of the Commission, together with its decision, order, or requirement in the premises; and in case damages are awarded such report shall include the findings of fact on which the award is made.

"TITLE VI—MISCELLANEOUS PROVISIONS

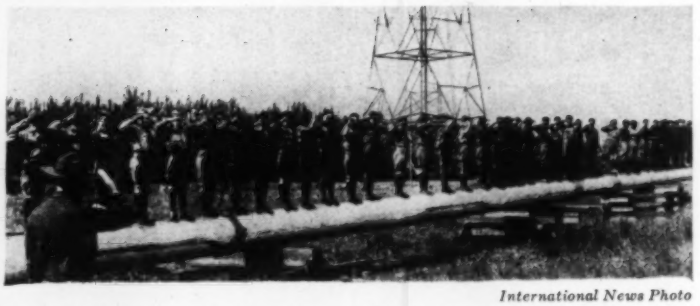
"TRANSFER TO COMMISSION OF DUTIES, POWERS, AND FUNCTIONS UNDER EXISTING LAW

"TRANSFER OF EMPLOYES, RECORDS, PROPERTY, AND APPROPRIATIONS

"SEC. 603. (a) All officers and employes of the Federal Radio Commission (except the members thereof, whose offices are hereby abolished) whose services in the judgment of the Commission are necessary to the efficient operation of the Commission are hereby transferred to the Commission, without change in classification or compensation; except that the Commission may provide for the adjustment of such classification or compensation to conform to the duties to which such officers and employes may be assigned.

"(b) There are hereby transferred to the jurisdiction and control of the Commission (1) all records and property (including office furniture and equipment, and including monitoring radio stations) under the jurisdiction of the Federal Radio Commission, and (2) all records under the jurisdiction of the Interstate Commerce Commission and of the Postmaster General relating to the duties, powers, and functions imposed upon and vested in the Commission by this act.

"(c) All appropriations and unexpended balances of appropriations available for expenditure by the Federal Radio Commission shall be available for expenditure by the Commission for any and all objects of expenditure authorized by this act in the discretion of the Commission, without regard to the requirement of apportionment under the Anti-deficiency Act of February 27, 1906.



International News Photo

TALL TREES FOR MAST—Three 100-foot trees had to be placed together to form this immense spar, the mast of the new three-eighth wave antenna of KEX, Portland, Ore. It is claimed that this will be the tallest wooden tower in the world, and it is planned to have KGW, operated by the same company, broadcast from the same site. One hundred fifty Boy Scouts are shown standing on it before it was raised.

"EFFECT OF TRANSFERS, REPEALS, AND AMENDMENTS

"SEC. 604. (a) All orders, determinations, rules, regulations, permits, contracts, licenses, and privileges which have been issued, made, or granted by the Interstate Commerce Commission, the Federal Radio Commission, or the Postmaster General, under any provision of law repealed or amended by this act or in the exercise of duties, powers, or functions transferred to the Commission by this act, and which are in effect at the time this section takes effect, shall continue in effect until modified, terminated, superseded, or repealed by the Commission or by operation of law.

"(b) Any proceeding, hearing, or investigation commenced or pending before the Federal Radio Commission, the Interstate Commerce Commission, or the Postmaster General, at the time of the organization of the Commission, shall be continued by the Commission in the same manner as though originally commenced before the Commission, if such proceeding, hearing, or investigation (1) involves the administration of duties, powers, and functions transferred to the Commission by this act, or (2) involves the exercise of jurisdiction similar to that granted to the Commission under the provisions of this act.

"(c) All records transferred to the Commission under this act shall be available for use by the Commission to the same extent as if such records were originally records of the Commission. All final valuations and determinations of depreciation charges by the Interstate Commerce Commission with respect to common carriers engaged in radio or wire communication, and all orders of the Interstate Commerce Commission with respect to such valuations and determinations, shall have the same force and effect as though made by the Commission under this act.

"(d) The provisions of this act shall not affect suits commenced prior to the date of the organization of the Commission; and all such suits shall be continued, proceedings therein had, appeals therein taken and judgments therein rendered, in the same manner and with the same effect as if this act had not been passed. No suit, action, or other proceeding lawfully commenced by or against any agency or officer of the United States, in relation to the discharge of official duties, shall abate by reason of any transfer of authority, power, and duties from such agency or officer to the Commission under the provisions of this act, but the court, upon motion or supplemental petition filed at any time within 12 months after such transfer, showing the necessity for a survival of such suit, action, or other proceeding to obtain a settlement of the questions involved, may allow the same to be maintained by or against the Commission.

"EFFECTIVE DATE OF ACT

"SEC. 607. This act shall take effect upon the organization of the Commission, except that this section and sections 1 and 4 shall take effect on July 1, 1934. The Commission shall be deemed to be organized upon such date as four members of the Commission have taken office.

"SHORT TITLE

"SEC. 609. This act may be cited as the 'Communications Act of 1934.'"

Don Lee Power Boosts

RECONSIDERING its action of June 8 designating the cases for hearing, the Radio Commission June 12 granted the applications of KHJ, Los Angeles; KFRC, San Francisco, and KGB, San Diego, all operated by Don Lee, to increase their day power from 1,000 watts to 2,500 watts. They continue with 1,000 watts at night.

Station WINS—1KW—Carlstadt, N. J.—showing Western Electric 12A Transmitter and 71A Amplifier. Each cabinet (finished in tones of gray) requires only 25" x 36" floor space.

. . . now available to 1KW stations!

Station WINS—like many others—uses the combination of Western Electric 12A Transmitter and 71A Amplifier for 1KW operation.

Output of the 12A (rated at 100 watts) may be increased to 250 or 500 or 1000 watts by means of the 71A Amplifier. Designed according to dynamic symmetry, this equipment assures remarkable frequency stability and fidelity of transmission—provides highest quality in lower powered stations.

Outstanding features are: uniform frequency response, minimum audio harmonic content, even at 100% modulation—complete shielding—readily removable self contained oscillator—centralized controls—no rotating machinery or water cooling equipment, all tubes air cooled—entirely self contained and AC operated—complete metering—automatic starting—low installation and maintenance costs.

WINS also uses Western Electric Speech Input Equipment, Moving Coil Microphones and Frequency Monitoring Unit. For details about Western Electric apparatus to meet every broadcasting need, write Graybar Electric, Graybar Building, New York—or telephone Graybar's nearest branch.

Control Room in New York studio of WINS—showing installation of Western Electric 9 Type Speech Input Equipment.

Western Electric

RADIO TELEPHONE BROADCASTING EQUIPMENT

Distributed by **GRAYBAR** *Electric Company*

In Canada: Northern Electric Co., Ltd.

ACTIONS OF THE
FEDERAL RADIO COMMISSION
MAY 29 TO JUNE 14 INCLUSIVE

Applications . . .

MAY 30

WOV, New York—CP to install directional antenna and change time from day to unlimited.

WRGA, Rome, Ga.—License to cover CP granted 4-27-34 to move transmitter locally.

WFBC, Greenville, S. C.—CP to make equipment changes; change frequency from 1200 to 1300 kc.; increase power from 100 w., 250 w., LS, to 250 w., 1 kw., LS.

WTOC, Savannah, Ga.—CP to install temporary transmitter for 30 days (pending completion of new permanent transmitter) at Hotel DeSoto to operate on 1260 kc., power of 100 w., unlimited time.

WJJD, Chicago—License to cover CP granted 4-27-34 to install new equipment.

WSBC, Chicago—License to cover CP granted 1-26-34 to change equipment.

KVL, Seattle—CP to make equipment changes.

Applications returned: NEW, Wm. B. Harty, Dedham, Mass.—CP to operate on 1140 kc., power of 100 w., specified hours; KMTR, Los Angeles—Modificaton of license to increase power from 500 w. to 1 kw.; NEW, J. E. Churchwell, G. O. Russell, H. O. Freeman, Jr., Panama City, Fla.—CP to operate on 1010 kc., with power of 100 w., D. (Facilities of KGGF, KQW, WHN, WIS, WNAD, WQAD, and WRNY); NEW, Mrs. Bernice Gambill, Guthrie, Okla.—CP to operate on 1270 kc., with power of 100 w., D. and specified hours.

JUNE 1

WOR, Newark, N. J.—Modification of CP (1 P-B-1492) to extend commencement and completion dates to 8-16-34 and 12-16-34 respectively.

WHDH, Boston—Authority to determine operating power by direct antenna measurement.

KRGV, Weslaco, Tex.—License to cover CP granted 5-4-34 to make equipment changes and move studio and transmitter from Harlingen to Weslaco, Tex.

WWAE, Hammond, Ind.—CP to install new equipment.

WHA, Madison, Wis.—CP to make equipment changes and increase power from 1 kw. to 2½ kw.

KTRB, Modesto, Calif.—License to cover CP granted 2-29-34 to erect new station.

KVI, Tacoma, Wash.—Modification of license to increase nighttime power from 500 w. to 1 kw.

KECA, Los Angeles—CP to change transmitter locally, use auxiliary now licensed to KFI with some changes; increase power to 1 kw., 2½ kw., LS.

NEW, E. B. Craney, Helena, Mont.—CP to operate on 1420 kc., power of 100 w., unlimited time.

NEW, B. J. Hecker, Salem, Ore.—CP to operate on 1330 kc., power of 500 w., unlimited time (facilities of KWJJ).

KXL, Portland, Ore.—CP to make equipment changes and increase power from 100 w. to 100 w., 250 w., LS.

Applications returned: KIEV, Glendale, Calif.—Modification of license to increase power to 500 w.; NEW, Mason Dixon Radio Group, Inc., York, Pa.—CP to operate on 1310 kc., power of 100 w., share with WRAW (facilities of WGAL).

JUNE 4

WNBO, Silver Haven, Pa.—CP to move transmitter and studio to a location to be determined near Elco, Pa., and make changes in equipment.

NEW, The Herald Publishing Co., Denison, Tex.—CP to erect a new station on 880 kc., 100 w., D., amended to request 1200 kc., transmitter location to be determined and application to be considered under Rule 6(g).

WSFA, Montgomery, Ala.—License to cover CP granted 4-6-34 to move transmitter locally and equipment change.

WAAF, Chicago—CP to rebuild the station destroyed by fire with new equipment.

WCBD, Zion, Ill.—Voluntary assignment of license to WCBD, Inc.

KGA, Spokane, Wash.—Special experimental authorization to operate on 900 kc., 1 kw. night, 2½ kw. D., unlimited time for period ending 11-1-34.

KIDO, Boise, Idaho—CP to make changes in equipment and increase power from 1 kw. to 1 kw night, 2½ kw. D.

Applications returned: WJDX, Jackson, Miss.—License to cover CP; NEW, E. D. Sparrow, Kinston, N. C.—CP to erect a new station; NEW, Helena Broadcasting Co., Helena, Mont.—CP to erect a new station; NEW, T. H. Barton, El Dorado, Ark.—CP to operate on 1370 kc., 100 w., unlimited time.

JUNE 5

WAMC, Anniston, Ala.—Modification of CP to move from Anniston to Selma, Ala.; amended to move transmitter to Y. M. C. A. Bldg., Broad St., Selma, Ala., install new equipment and change frequency from 1420 kc. to 1500 kc.

WGST, Atlanta—Modification of license to increase power from 250 w. night, 1 kw. D. to 500 w. night, 1 kw. D.

JUNE 7

WTBO, Cumberland, Md.—CP to install new equipment; also modification of license to change frequency from 1420 kc. to 800 kc. and hours of operation from unlimited to D., 250 w.

WDBJ, Roanoke, Va.—CP to install new equipment and increase power from 500 w. to 500 w. night, 1 kw. D.

WQBC, Vicksburg, Miss.—Modification of license to increase power from 500 w. to 1 kw. and hours of operation from D. to specified hours.

NEW, W. C. Hilgedick and Geo. C. Knaur, Denison, Tex.—CP to operate on 1200 kc., 100 w., D.

WRHM, Minneapolis — Modification of CP granted 3-16-34 authorizing move of transmitter, to extend date of completion to 9-1-34.

KGGF, Coffeyville, Kans.—Modification of license to increase power from 500 w. night, 1 kw. D. to 1 kw. day and night.

KMTR, Los Angeles—Modification of license to increase night power from 500 w. to 1 kw. Now licensed for 500 w. D. and nighttime.

KQW, San Jose, Calif.—CP to install new equipment and increase power from 500 w. to 500 w. after 7 p. m. and 1 kw. up to 7 p. m.

Applications returned: WBIG, Greensboro, N. C.—Voluntary assignment of license to North Carolina Broadcasting Co., Inc.; WCFL, Chicago—Extension of special experimental authorization to operate unlimited time; KXA, Seattle—Extension of special experimental authorization to operate to 10 p. m., PST, 250 w.; KGA, Spokane, Wash.—Modification of license to change frequency to 900 kc., power from 5 kw. to 1 kw. night, 2½ kw. day.

JUNE 8

WHDH, Boston.—Modification of license to increase power from 1 kw. to 5 kw. and hours of operation from D. to unlimited.

WKOK, Sunbury, Pa.—Modification of license to increase hours of operation from specified to unlimited (facilities of WBAX, Wilkes-Barre, Pa.).

KWKH, Shreveport, La.—CP to move transmitter to a site to be determined, Shreveport, La., change frequency from 850 kc. to 1100 kc., install directional antenna and increase hours of operation from specified to unlimited.

WWL, New Orleans.—Modification of license to increase hours of operation from specified to unlimited (facilities of KWKH, Shreveport, La.).

KLUF, Galveston, Tex.—CP to install new equipment and increase power from 100 w. to 100 w. night, 250 w. D.

WJDX, Jackson, Miss.—License to cover CP granted 2-20-34 to make changes in equipment and increase power.

KMTR, Los Angeles.—Modification of license to increase power from 500 w. to 500 w. D., 1 kw. night, amended to request increase in power to 1 kw. day and night.

Application returned: WTBO, Cumberland, Md.—CP to make changes in equipment, change frequency from 1420 kc. to 800 kc., power from 100 w. night, 250 w. day to 250 w. and hours of operation from unlimited to D.

JUNE 12

WHDL, Tupper Lake, N. Y.—License to cover CP granted 11-21-33 to move station locally.

NEW, F. L. Whitesell, Forty Fort, Pa.—CP to operate on 930 kc., 1 kw., D., amended re transmitter site.

NEW, Raymond L. Hughes, Midland, Tex.—CP to operate on 1370 kc., 100 w., D.

WDZ, Tuscola, Ill.—Modification of license to change frequency from 1070 kc. to 1020 kc. upon removal of KYW to Pennsylvania.

WCFL, Chicago—Extension of special experimental authorization to operate unlimited time for the period 8-1-34 to 2-1-35.

KFKU, Lawrence, Kans.—Modification of license to increase power from 500 w. to 1 kw.

NEW, Utah Radio Educational Society, Salt Lake, Utah—CP to erect a new station to be operated on 1450 kc., 1 kw., unlimited time.

Applications returned: WNBX, Springfield, Vt.—License to cover CP authorizing changes in equipment and increase in power; NEW, William George Darrall, Kensington, Pa.—CP to operate on 1420 kc., 50 w., specified hours; WSGN, Birmingham, Ala.—Modification of CP to make changes in equipment, change frequency from 1310 kc. to 590 kc. and increase power to 1 kw; WAAB, Boston—CP to move the transmitter to Auburndale, Mass., frequency to 640 kc., power 5 kw.

NEW, A. R. Montgomery, Findlay, Ohio—CP for new experimental broadcast station, 1530 kc., 1000 w.

JUNE 14

NEW, Harold E. Smith, Rensselear, N. Y.—CP to operate on 1370 kc., 100 w., unlimited time (facilities of WGLC).

NEW, Kunsky-Trendle Broadcasting Corp., Detroit.—CP to operate on 640 kc., 10 kw., unlimited time (facilities of KYW).

WDAS, Philadelphia.—CP to move transmitter and studio locally and install new equipment.

WKRC, Cincinnati.—Extension of special experimental authorization to operate with power of 1 kw for period beginning 9-1-34.

KLUF, Galveston, Tex.—Special experimental authorization to increase D. power from 100 w. to 250 w.

WLBF, Kansas City, Kans.—License to cover CP granted 5-11-34 to install new equipment.

KOL, Seattle.—Special experimental authorization to operate on 850 kc. with power of 5 kw.

KVOA, Tucson, Ariz.—Modification of license to make changes in specified hours of operation.

Application returned: WDSU, New Orleans.—Consent to voluntary assignment of license from Joseph H. Uhalt to WDSU, Inc.

NEW, F. N. Pierce, Taylor, Tex.—CP to operate on 1340 kc., 250 w., unlimited time; WSFA, Montgomery, Ala.—License to cover CP for move and equipment change.

Decisions . . .

MAY 29

WJR, Detroit—Granted CP to Oct. 16, to erect temporary transmitter at Detroit, install new equipment and use 1 kw. power instead of 10 kw. on 750 kc., unlimited hours.

KGCU, Mandan, N. D.—Granted CP to move transmitter and studio locally and install new equipment.

WKBO, Harrisburg, Pa.—Granted license to move station locally and make changes in equipment.

WGCM, Mississippi City, Miss.—Granted modification of license to move studio to Great Southern Hotel, Gulfport, Miss.

WPRO, Providence, R. I.—Granted extension of special experimental authority to operate on 630 kc., 250 w., from June 1 to Dec. 1; also granted modification of special experimental authority approving exact transmitter location at Providence.

WCLO, Janesville, Wis.—Granted renewal of license; 1200 kc., 100 w.; unlimited time.

WPEN, WRAX, Philadelphia—Granted modification of CP to extend completion date to Aug. 1.

WSBC, Chicago—Granted license covering changes in equipment, 1210 kc., 100 w., specified hours.

WORC, Worcester, Mass.—Granted 90-day extension of special experimental authority to operate on 1280 kc., 500 w.

KVOS, Bellingham, Wash.—Present license extended for 30 days on temporary basis, subject to such action as may be taken on appeal for renewal.

WABI, Bangor, Me.—To operate specified hours from June 1 and during the Daylight Saving Time period, but not later than Sept. 1.

WGAL, Lancaster, Pa.—To operate station without approved frequency monitor for 10 days.

WSVS, Buffalo, N. Y.—To remain silent from June 23 to July 1.

WBEO, Marquette, Mich.—To operate by Daylight Saving Time, instead of CST, from June 1 to Sept. 1.

WCOC, Meridian, Miss.—To reduce hours of operation to specified for period of 60 days.

Set for hearing: WNAC, Boston—CP to increase day power from 1 kw. to 2½ kw., LS, and make changes in equipment; WAAB, Boston—Modification of license for authority to use transmitter of WNAC; WBNX, New York—License covering changes in equipment, granted temporary license pending outcome of hearing; KGHI, Little Rock, Ark.—Special experimental authority to increase night power from 100 w. to 250 w.

WISN, Milwaukee—Granted modification of license to increase day power from 250 to 500 w.; night power to remain at 250 w.

WDEL, Wilmington, Del.—Modification of license heretofore designated for hearing, dismissed at request of applicant.

WBNX, New York—Granted extension of program test period for 30 days.

WSVS, Buffalo, N. Y.—Granted temporary authority to change hours of operation for period ending June 23.

WJIM, Lansing, Mich.—Granted special temporary authority to conduct antenna location tests with 50-w. oscillator from May 28 to June 30, and no tests to be made from 12 midnight May 31 to 12 midnight June 7, inclusive.

JUNE 1

KWCR, Cedar Rapids, Ia.—Granted modification of CP extending completion date to six months from May 16.

WBRC, Birmingham—Granted license; 930 kc., 500 w. night, 1 kw., LS, unlimited time.

WCBS, Charleston, W. Va.—Granted modificaton of license to increase day power from 500 w. to 1 kw.

KGA, Spokane, Wash.—Granted special experimental authority to operate on 900 kc. with 1 kw. night, 2½ kw., LS, unlimited time, for period ending Nov. 1, subject to decision by Court of Appeals in the case of KSEI-KFPY.

KWLC, Decorah, Ia.—Granted special temporary authority to reduce hours of operation to 2 hours daily, from June 6 to Sept. 10, during vacation period.

KPCB, Seattle—Granted special temporary authority to operate station without approved frequency monitor for 25 days.

KRGV, Harlingen, Tex. (Ex. Rep. 552)—Granted modification of license to change hours of operation from sharing equally with KWWG to unlimited; 1260 kc., 500 w., sustaining Examiner Hill.

KWWG, Brownsville, Tex.—Granted consent to voluntary assignment of license to Port Arthur College; 1260 kc., 500 w., D. only; also granted renewal of license, 1260 kc., 500 w., D., reversing Examiner Hill; granted CP to change location of studio and transmitter, reversing Examiner Hill.

NEW, Walter B. Stiles, Inc., Muskegon, Mich. (Ex. Rep. 554)—Denied CP to operate on 1310 kc., 100 w., unlimited time, sustaining Examiner Walker.

WKBZ, Ludington, Mich.—Granted CP to move transmitter and studio to Muskegon, Mich.; 1500 kc., 100 w., unlimited time, sustaining Examiner Walker.

NEW, Joseph Pappalardo, Lawrence, Mass.—Application for broadcasting station redesignated for hearing.

JUNE 5

WFBC, Greenville, S. C.—Granted CP to change frequency from 1200 kc. to 1300 kc., increase power from 100 w. night 250 w. day, to 250 w. night, 1 kw., LS. and make changes in equipment.

WTAG, Worcester, Mass.—Granted authority to determine operating power by direct antenna measurement; also granted license covering local move of transmitter; 580 kc., 500 w., unlimited.

KMBC, Kansas City, Mo.—Granted license for auxiliary transmitter; 950 kc., 1 kw.; for emergency purposes.

KOA, Denver—Granted license covering installation of new equipment; increase in power and moving of transmitter locally; 830 kc., 50 kw., unlimited.

WCSC, Charleston, S. C.—Granted modification of license to increase day power from 500 w. to 1 kw.

WBNS, Columbus, O.—Granted modification of CP to extend completion date to Sept. 1.

Set for hearing: NEW, Gino Amatucci, Latrobe, Pa.—CP for new station on 1210 kc., 50 w., specified hours; NEW, Lawrence B. Amelung, Washington, Mo.—CP for new station on 1420 kc., 50 w., unlimited time.

WTAG, Worcester, Mass.—Granted extension of program test period for 30 days.

WGLC, Hudson Falls, N. Y.—Granted voluntary assignment of license to Adirondack Broadcasting Co., Inc.

WQDX, Thomasville, Ga.—Granted temporary authority to remain silent for 15 days in order to replace antenna system.

WJJD, Mooseheart, Ill.—Granted special temporary authority to operate station without approved frequency monitor for 15 days.

WFEA, Manchester, N. H.—Granted modification of CP for extension of 30 days from May 30 of time allowed for making field survey and submitting data.

NEW, Julio M. Conesa, Puerto Rico—Granted petition to remand to docket application for CP to operate on 1420 kc., 100 w. Case reopened to permit applicant to submit further evidence.

NEW, Charles Dixon Gentsch, Greensboro, N. C.—CP to erect new station, heretofore set for hearing, was dismissed at request of applicant.

KGKO, Wichita Falls, Tex.—Special experimental authority, heretofore set for hearing, was dismissed at request of applicant.

JUNE 8

WWL, New Orleans.—Granted modification of license for special experimental authority to change hours of operation from specified to unlimited (facilities of KWKH) to be considered with 3-P-B-3249 of KWKH. (Lafount voted for hearing.)

KWKH, Shreveport, La.—Granted CP for special experimental authority to move transmitter to site to be determined, change frequency from 850 kc. to 1100 kc., change hours from specified to unlimited and install directional antenna.

WTBO, Cumberland, Md.—Granted CP to install new equipment, 1420 kc. 100 k. nights, 250 w. LS. unlimited.

KDKA, Pittsburgh, Pa.—Granted CP to install new equipment. (Alternate main transmitter); granted license to cover CP.

WRHM, Minneapolis.—Granted modification of CP to extend completion date from 7-16-34 to 9-1-34.

KOA, Denver.—Granted modification of license to use old transmitter of KOA as auxiliary transmitter.

KGIR, Butte, Mont.—Granted modification of license to increase night power from 500 w. to 1 kw.

Set for hearing: NEW, Bamberger Broadcasting Service, Inc., Kearney, N. J.—License (special experimental) for 710 kc. 2500 to 5000 w.; NEW, Portland Broadcasting System, Inc., Portland, Me.—CP to use 640 kc. 500 w., limited time (6 A. M. to LS. at Los Angeles); NEW, Plattsburg Broadcasting Corp., Plattsburg, N. Y.—CP to use 1310 kc. 100 w., D.; NEW, Richard Field Lewis, Del Monte, Calif.—CP to use 1210 kc. 100 w. D.; KHJ, Los Angeles—CP to install new equipment, LS. (Lafount & Brown voted to grant); KFRC, San Francisco—CP to install new equipment, increase power from 1 kw. to 1 kw. night, 2½ kw. Ls. (Lafount voted to grant); KGB, San Diego, Calif.—CP to install new equipment, increase power from 1 kw. to 1 kw. night, 2½ kw. to LS. (Lafount voted to grant); WNRA, Muscle Shoals City, Ala.—Modification of license to change hours of operation from D. to unlimited.

JUNE 12

KTRH, Houston, Tex.—Granted CP to make changes in equipment and increase day power from 1 kw. to 2½ kw.

KRGV, Weslaco, Tex.—Granted license covering changes in equipment and move; 1260 kc., 500 w. Shares with KWWG.

WRGA, Rome, Ga.—Granted license covering local move of transmitter 1500 kc., 100 w. Specified hours.

WMBR, Jacksonville, Fla.—Granted consent to voluntary assignment. License to Florida Broadcasting Co.

Set for hearing: WKBN, Youngstown, Ohio.—CP to move transmitter locally, make changes in equipment; change frequency from 570 to 610 kc.; increase day power from 500 w. to 1 kw.; increase hours from specified to unlimited, with directional antenna.

WAIU, Columbus, Ohio.—Modification of license to change frequency from 640 to 570 kc.; increase power from 500 to 750 w. night, 1 kw. day, and change hours from limited to specified. Now assigned WKBN.

WJAY, Cleveland, Ohio.—Modification of license to change frequency from 610 kc. to 640 kc.; increase power from 500 w. to 1 kw., and increase hours from daytime to specified.

Applications reconsidered and granted: KHJ, Los Angeles, Cal.—Granted CP to install new equipment; increase power from 1 kw. to 1 kw. night, 2½ kw. to LS. KFRC, San Francisco.—Granted CP to install new equipment; increase power from 1 kw. to 1 kw. night, 2½ kw.-LS., and KGB, San Diego.—Granted CP to install new equipment; increase power from 1 kw. to 1 kw. night, 2½ kw.-LS. (These cases were designated for hearing on June 8.)

WAAF, Chicago.—Granted CP to rebuild station destroyed by fire.

Examiners' Reports . . .

WJEJ, Hagerstown, Md.—Examiner Walker recommended (Report 560; Docket 2211) that application to install new equipment and operate unlimited time with 50 w. nighttime and 250 w. D. on same frequency be denied.

KGIX, Las Vegas, Nev., and E. L. Landsberg and K. V. Martin, Las Vegas—Examiner Walker recommended (Report 561; Dockets 2189 and 2295) that KGIX be denied renewal of license without prejudice to the granting of license upon completion of new equipment, and that Landsberg and Martin be denied CP on KGIX's frequency.

KPJM and NEW, Frank Wilburn, Prescott, Ariz.—Examiner Walker recommended (Report 563; Dockets 2242 and 2156) that KPJM be granted renewal of license and that Wilburn be denied CP using KPJM's facilities.

KVI, Tacoma, Wash.—Examiner Walker recommended (Report 565; Docket 2347) that application for increase in night power from 500 w. to 1 kw. be denied.

KGW, Portland, Ore.—Examiner Walker recommended (Report 566; Docket 2348) that application for authority to increase D. power from 1 kw. to 2½ kw. and to install new transmitter be denied.

Chesterfield Undecided

SIMULTANEOUSLY with the conclusion until the fall of the R. J. Reynolds Tobacco Company's series in behalf of Camel cigarettes on CBS, it was learned that Liggett & Myers Tobacco Co. has reached no definite decision on the question of summer radio for Chesterfield cigarettes. It is admitted that the question of withdrawing from the air during the summer is under consideration by the latter, but it is stated that even this has not yet been finally decided, and that, therefore, there is no truth to the rumors that a closing date for the present campaign has been set. Newell-Emmett Co. is the Chesterfield agency, and Wm. Esty & Co. handles the Camel account.

CBS Signs Bayer

STERLING PRODUCTS, Inc., Wheeling, W. Va., has signed contracts with CBS for the half hour immediately preceding the time occupied by its present Phillips Dental Magnesia program, and will devote the new time to a musical program for Bayer Aspirin. The hour of the two programs for the one sponsor will now run from 8 to 9 p. m., EDST, Tuesdays, beginning June 19 for 13 weeks on 22 stations. The Bayer program is "Lavender and Old Lace" and the Phillips program will continue to be Abe Lyman's orchestra in "Accordiana." Blackett-Sample-Hummert is the agency.

WIND Directs Signal

A SEMI-DIRECTIONAL antenna has been installed at WIND, Gary, Ind., and has resulted in an increase of 15 per cent in Indiana coverage and a curtailment of 25 per cent in Illinois coverage, according to Ralph Atlass, president and general manager of WIND, who also operates WJJD, Chicago. Installation of the new antenna, which utilizes two vertical radiators, was supervised by Frank Falknor, chief engineer of WBBM, Chicago. He was assisted by Ken Shink, chief engineer of WIND. The masts are of different heights, one being 350 and the other 256 feet.

JACK TAYLOR, guitarist of WLS, Chicago, and his wife are recovering from injuries received in an automobile crash in Chicago late in May. One person was killed in the accident.

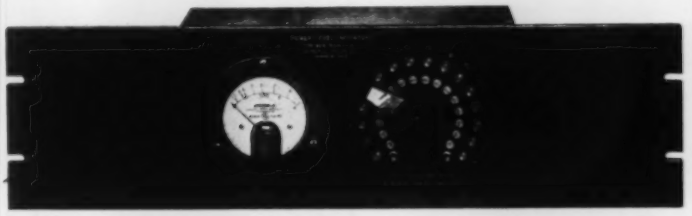
Children's Stage Show Broadcast From Store

AS PART of its weekly program for children, the L. S. Donaldson Company, Minneapolis department store, conducts a Friday afternoon program over KSTP, St. Paul, from 4:15 to 4:30 CST. The script is based on the story of "Little Women," and the cast is composed of players from the University of Minnesota. They perform in costume before a large audience of children and mothers in the "Little Theatre" on the children's floor of the store.

"The program has shown direct results in sales of items that have been given special mention over the air," says James H. Keenan, promotion manager of Donaldson's, "but more than this it has helped to give Donaldson's fifth floor children's department a definite place in the Twin City Market. It is our plan to continue to bring mothers and children into this department with a consistent entertainment program throughout the week." The broadcast of "Little Women" is being directed and announced by Taylor Mills of Batten, Barton, Durstine & Osborn.

H. V. KALTENBORN, CBS political commentator, sails on the S. S. Manhattan June 20 for a tour of Russia, heading a group of business leaders and bankers under auspices of the American-Russian Chamber of Commerce. He has been invited to broadcast over the Moscow and Warsaw stations during the tour. He returns Aug. 22.

GOOD MONITORING



is essential to high fidelity. The Type 586 Power-Level Indicator is quick acting, accurate (at high frequencies), requires no battery connections.

Type 586-B: Range —10 db to +36 db. Price $64.00

Type 586-CM: Range —20 db to +36 db. Price $80.00

GENERAL RADIO COMPANY

CAMBRIDGE MASSACHUSETTS

Music Dictionaries Given To Listeners, Carry Ads

WALTER SCOTT DRYBURGH & Sons, Milwaukee manufacturers of Magic Dust Cloth Polish, contracted for a series of announcements over WTMJ about three months ago. Mr. Dryburgh, a well known musician, decided to offer to listeners a dictionary of musical terms. He did so on the theory that the radio has awakened a universal interest in music and therefore a booklet should have wide appeal. Two spot announcements a week over a period of three months have led to the distribution of more than 26,000 musical dictionaries. The books, of course, carried advertising on the polish, and the manufacturer reports that sales have tripled since the air advertising began.

WBBM, Chicago, has added fifteen minutes to its daily schedule, signing off at 2:30 a. m. each morning.

CLASSIFIED ADVERTISEMENTS

Classified advertisements in BROADCASTING cost 7c per word for each insertion. Cash must accompany order.
Forms close 28th and 13th of month preceding issue.

Situations Wanted

Program and Production Director desires a new connection by autumn or sooner. Six years experience in network and independent stations. Now employed. Box 190, BROADCASTING.

Experienced broadcast operator, single, go anywhere. Address Box 192, BROADCASTING.

Broadcast operator. Thoroughly experienced. Age 25. References. Box 189, BROADCASTING.

Well known announcer-continuity writer-singer at liberty July first. Ten years experience. Married. Box 191, BROADCASTING.

FOR SALE

2—200' Heavy Duty Millikan Steel Antenna Towers with vertical and horizontal Cage Antennas.
1—400 volt Exide Storage Battery.
Purchasing Department, Consolidated Gas Electric Light and Power Company, of Baltimore, Md.

For Sale—RCA type 100 w. hundred watt transmitter; used one year; in perfect condition; price $3,000, including motor generator set and starting switch, less tubes and crystal f.o.b. cars Worcester. Write Station WORC, Worcester, Mass.

World Comes to America Via Radio

(Continued from page 13)

sion when the Byrd ship, in mid-Pacific on her way to Little America, was found in tests before the program opened to be out of the beams of the radio transmitters at Hawaii and San Francisco. She could not receive her cue to begin the program. Quickly the RCA Communications men consulted their "azimuth maps," did some rapid calculation, and hastily reversed an antenna at Rocky Point, Long Island, which was centered on Moscow. Power was fed to the reflector and the antenna which normally was used for flashing signals was "grounded" to become a reflector in the emergency. The trick gave just the right angle to carry strong signals straight to the Byrd ship.

Short Wave Developments

THIS DIRECTIVE transmission is supplemented by special receiving antennae, sensitive to signals coming from a given direction and practically dead to other signals. In the usual practice of RCA Communications these receiving antennae, spaced widely apart, catch the incoming signals and feed them to three separate receivers. When signals show a tendency to fade on one receiver they usually are strong on the others. By combining the output of the three receivers a much stronger and steadier signal than any one receiver could supply is produced.

The present quality and dependability of international broadcast programs have been made possible by the development of short wave facilities and the experience gained with them in international radio telegraph networks. When experiments in international broadcasting first were tried between America and station 5XX at Chelmsford, England, in December, 1923, and January, 1924, the results were so discouraging that no attempt was made at a re-broadcast on this side of the Atlantic.

The first re-broadcast did not take place until March 12, 1925, when a program on 1,600 meters was received at Belfast, Me., from Station 5XX at Chelmsford, relayed by radio on 110 meters to New York, and sent out from WJZ. Another attempt, on December 25 of that year, is generally regarded as the starting point for really successful international programs.

The contrast between that "successful" program and the present regularly scheduled international offerings is striking. The international program service of RCA Communications, announced in 1932 on a regular commercial basis available to American broadcasting networks, now offers facilities for handling programs, both incoming and outgoing, to practically all the most important countries of the world. Among them are England, France, Germany, Switzerland, Italy, Vatican City, Spain, Japan, Philippine Islands, Hawaii, Siam, Dutch East Indies, China, Venezuela, Argentina, Brazil and others.

A few years ago an international broadcast was a rare feature to network broadcast listeners. In the year 1933 a total of 209 foreign radio programs was handled by RCA Communications, Inc., for American broadcasting companies. The programs, totaling 126 hours and 36 minutes in the 12 months, came from 21 foreign countries, two United States insular possessions, and several from aircraft and ships at sea.

Variety of Broadcasts

THE RANGE of interests covered in these programs is shown by a glance at some of them scheduled within the last few months. The funeral service for King Albert of Belgium, was brought to America by RCA Communications and broadcast on the NBC and CBS networks. On Feb. 8, Max Jordan, European representative of NBC, gave on the French Colonial station, FYA, a description of what he had observed as an eye-witness of the Paris riots and his story was broadcast in America. The speech of Chancellor Dolfuss, of Austria, on Feb. 18, brought to America by RCA Communications, was broadcast by NBC and CBS, and on April 30 we relayed the session of the Philippine Legislature as it acted on the Independence Bill—a very clear broadcast carried from Manila to San Francisco and thence over the CBS network. Every Wednesday night, of course, a radio program from the Byrd Expedition goes out over the CBS network in America.

Russia and India were linked with the United States in regularly scheduled broadcast programs for the first time late last year. The ringing of the bells of Bethlehem in the Church of the Nativity was an NBC broadcast featured on Christmas Eve of 1933. On Christmas Day round-the-world greetings between dominions of the British Empire, with King George as a speaker, were brought to the United States by short wave and re-broadcast. The sun had risen on a new day in some of the places on the other side of the world from which speakers responded in this round-the-globe roll call. Although the words from these places were heard instantly after they were spoken, the speakers were talking "tomorrow," by the clock and calendar time of many of the listeners.

Music, which has been called the universal language of man, comprises approximately half of the foreign radio programs broadcast in America. Among recent features enjoyed by American broadcast audiences were a concert from Vienna, with the famous Franz Lehar conducting the orchestra; an opera from Hamburg, Germany; a piano recital by Carol Gibbons in London, and a performance of the musical comedy, "Big Business," also in London. A half hour of dance music from Buenos Aires is a regular weekly offering.

The rapid growth of international broadcasting to its present proportions and its promise of even greater expansion in the future call attention to its contribution to world understanding. An American, listening to music or to speakers, beyond the seas, and citizens of those "foreign" countries listening to American programs cannot feel so far apart as they seemed before. Some bold forecasters have even gone so far as to say that international radio programs eventually will create an international language and that—because of the leadership of American broadcasting—that language will be English. It is not necessary, however, to venture into the realm of pure conjecture to see the present influence of making all the world a stage for broadcast programs. None the less real because it is intangible is the subtle suggestion to the millions who enjoy the programs that, whatever the language spoken and whatever the distance to the country from which the programs originate, the basic interests of men, everywhere, are similar.

Movie Trailer Advertises Sponsored Air Program

A NOVEL method of promoting a radio program, through a tieup with motion pictures, is being employed by the Sheffield Farms Co., large New York milk distributors, through its agency, N. W. Ayer & Son. The company has been using educational motion pictures to illustrate modern methods of milk production and distribution before schools, cooking schools, women's clubs and similar organizations. It also broadcasts twice weekly over WOR, Newark, a 15-minute feature titled "Once Upon a Time."

Taking advantage of the circulation reached by the movies, the Sheffield Company had a trailer advertising the radio program attached on regular film. To hold the interest of the audience during the radio announcement, flashes are shown of the WOR studio, the transmitter and the announcer at the microphone. The program is described by short flashes from the fairy stories which make up the broadcast.

FREQUENCY MEASURING SERVICE

Many stations find this exact measuring service of great value for routine observation of transmitter performance and for accurately calibrating their own monitors.

MEASUREMENTS WHEN YOU NEED THEM MOST

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Commercial Department
A RADIO CORPORATION OF AMERICA SUBSIDIARY
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GLENN D. GILLETT
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Synchronization Equipment Design. Field Strength and Station Location Surveys
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FRED O. GRIMWOOD
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The New Way to Use Radio!

90 STATIONS!

WAPI Birmingham, Ala.
KUOA Fayetteville, Ark.
KFPW Fort Smith, Ark.
KLRA Little Rock, Ark.
KIEM Eureka, Cal.
KNX Los Angeles, Cal.
KLX Oakland, Cal.
KVOR Colorado Springs, Colo.
KGHF Pueblo, Colo.
WTIC Hartford, Conn.
WRUF Gainesville, Fla.
WQAM Miami, Fla.
WCOA Pensacola, Fla.
WTFI Athens, Ga.
WGST Atlanta, Ga.
WRDW Augusta, Ga.
WMAZ Macon, Ga.
KIDO Boise, Idaho
WGN Chicago, Ill.
WJBL Decatur, Ill.
WTAD Quincy, Ill.
WHBF Rock Island, Ill.
WTAX Springfield, Ill.
WGBF Evansville, Ind.
WLBC Muncie, Ind.
WBOW Terre Haute, Ind.
KWCR Cedar Rapids, Ia.
WOC-WHO Des Moines, Ia.
WMT Waterloo, Ia.
KGGF Coffeyville, Kan.
WLAP Lexington, Ky.
WDSU New Orleans, La.
KWKH-KWEA Shreveport, La.
WEEI Boston, Mass.
WTAG Worcester, Mass.
CKLW Detroit, Mich.
WEBC Duluth, Minn.
KSTP St. Paul, Minn.
WAML Laurel, Miss.
WQBC Vicksburg, Miss.
KMBC Kansas City, Mo.
KWK St. Louis, Mo.
KGBX Springfield, Mo.
KFBB Great Falls, Mont.
KGVO Missoula, Mont.

PICK YOUR MARKETS

KFAB Lincoln, Neb.
KOIL Omaha, Neb.
KGGM Albuquerque, N. M.
WOKO Albany, N. Y.
WGR-WKBW Buffalo, N. Y.
WOR New York, N. Y.
WHAM Rochester, N. Y.
WFBL Syracuse, N. Y.
WSOC Charlotte, N. C.
WBIG Greensboro, N. C.
WSJS Winston-Salem, N. C.
WDAY Fargo, N. D.
WCKY Cincinnati, O.
WHK Cleveland, O.
WAIU Columbus, O.
WSPD Toledo, O.
KOMA Oklahoma City, Okla.
KFJI Klamath Falls, Ore.
KOIN, Portland, Ore.
WCBA Allentown, Pa.
WCAU-WIP Philadelphia, Pa.
WCAE Pittsburgh, Pa.
WEEU Reading, Pa.
WJAR Providence, R. I.
WCSC Charleston, S. C.
WIS Columbia, S. C.
WFBC Greenville, S. C.
WOPI Bristol, Tenn.
WNOX Knoxville, Tenn.
WREC Memphis, Tenn.
WLAC Nashville, Tenn.
WDAG Amarillo, Tex.
KNOW Austin, Tex.
KRLD Dallas, Tex.
KTAT Ft. Worth, Tex.
KTSA San Antonio, Tex.
WACO Waco, Tex.
KGKO Wichita Falls, Tex.
WEHC Charlottesville, Va.
WRVA Richmond, Va.
WDBJ Roanoke, Va.
KXRO Aberdeen, Wash.
KOMO-KJR Seattle, Wash.
KIT Yakima, Wash.
WISN Milwaukee, Wisc.

Mr. Advertiser: Have you been hesitating to use radio because of the high cost of outstanding talent? Then you need no longer delay. A few dollars will give you a topnotch quarter hour comparable with the best on the air! World Program Service is radio's newest triumph.

90 Stations are associated in this new method of broadcasting. Look over the list and pick your markets—in the same way you plan your newspaper coverage. You are invited to attend an audition at any of our World offices—or at the studios of the member station nearest you.

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50 WEST 57TH STREET, NEW YORK, N. Y.

Offices and Recording Studios at

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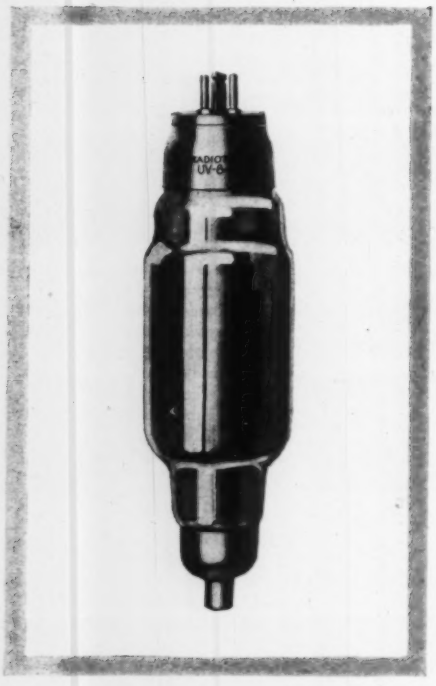
SOUND STUDIOS OF NEW YORK, INC. (SUBSIDIARY OF WORLD BROADCASTING SYSTEM, INC.) WESTERN ELECTRIC LICENSEE

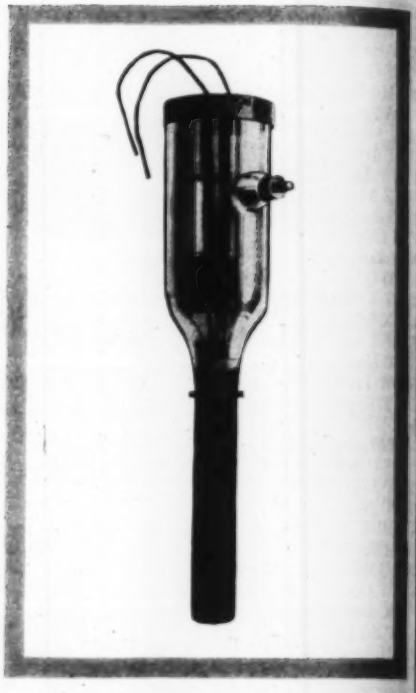
IN EVERY RCA RADIOTRON

The Unseen Element



Engineers know that power tubes have certain elements — filaments, grids, plates. But the most important of all is the unseen element of

Quality



Owners of broadcast stations know that economical, reliable performance of power tubes is necessary for a well run station. They know that RCA Radiotrons can be depended on for the unseen element of quality. That is why RCA Radiotrons are found in the sockets of well run broadcasting stations.

The finest materials, the most modern equipment, the most experienced workers are combined to produce RCA Radiotrons. The most rigid and comprehensive tests complete the production of

RCA Radiotrons FOR TRANSMITTERS

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